

EXPERIENCE

Product Consultant @ Hamming AI (YC S24)

DECEMBER 2024 - APRIL 2025

(First product hire at the company)

- Drove the Production Call Monitoring suite from concept to release, helping **close Cisco as one of the first major enterprise clients** and establishing it as a core product offering.
- Co-built the company's first **design system** with engineering, reducing design time by 35% and ensuring consistent, accessible UI patterns across product offerings.
- Initiated and co-led **10+ customer interviews**, and uncovered mental-model gaps in complex workflows, shaping a redesign that **reduced friction and improved retention**.
- Facilitated **cross-functional design workshops** (object oriented UX and customer journey mapping) to restructure workflows into modular steps, enabling targeted automation, scalability, and team alignment on near-term product bets.

Vice President of Product @ UW Blueprint

MAY 2024 - PRESENT

Previously designer and PM on the Extend-A-Family team

- **Co-led Blueprint's product org** of 6 PMs, mentoring peers, standardizing product practices, and shaping scoping and hiring to strengthen how projects were defined and delivered.
- Drove the 0 → 1 build of a financial literacy platform for individuals with developmental disabilities, **co-leading a cross-functional team** of 4 designers, 9 developers, and an engineering manager to deliver the MVP over 16 months.
- Established our **design system and accessibility guidelines** (contrast, focus states, touch targets, tab index, etc.), enabling scalable, inclusive design.
- Acted as a **client liaison** by running bi-weekly **design demos**, gathering feedback, and guiding iterative improvements, maintaining strong client confidence and **stakeholder alignment** throughout the project lifecycle.

Product Manager @ WSIB Innovation Lab

SEPTEMBER 2024 - DECEMBER 2024

- Led a team of 2 designer and 5 developers to build a **0 → 1 AI product** from problem to an MVP with a projected 10x ROI, navigating compliance, resource constraints, and AI policies.
- **Introduced internal product processes** (acceptance criteria, feedback loops, documentation standards) to replace ad-hoc workflows and accelerate delivery by 35%.
- Validated unknowns and high-risk assumptions through targeted **stakeholder workshops**.

Freelance Product Designer @ Interlane Logistics

MARCH 2024 - DECEMBER 2024

- Owned the digital product for Interlane's B2B division, **translating business requirements from non-technical stakeholders** into product designs that supported high-value transactions worth thousands of dollars.
- Designed and iterated on features that established trust with enterprise customers, enabling adoption of the platform for bulk vehicle shipping and supporting the company's move from B2C to B2B. Considered usability, technical constraints, compliance and sales needs.
- Designed landing pages to support marketing and SEO while **improving product activation**.
- Shipped and refined core product flows in partnership with developers, **balancing usability and technical constraints** to deliver features consistently and at speed.

COMMUNITY

Advisor to Student Startups: Mentored multiple student-led ventures on design, business strategy, pitching, and scaling

Hackathons: Judge @ Hack Canada, Mentor @ Hack the six, Hack 404 & StarterHacks
1st place - UX Design Jam (by Sun Life Financial), 2nd place - TILE Design-a-thon (by UW Blueprint and UW UX), Participant in Hack the North

On-campus Clubs: President @ GBDA Society, Vice President of Product @ UW Blueprint, Design Mentor @ UW Cube, VP of Web @ UW Marketing Association

Volunteer: Designer & PM - Extend A Family (via Blueprint), Team Lead & Volunteer Tutor - United for Literacy, Volunteer Notetaker - Student Accessibility Services

EDUCATION

Global Business and Digital Arts, with co-op
UNIVERSITY OF WATERLOO • SEPTEMBER 2022 - DECEMBER 2026 (EXPECTED), 4.0 GPA
Relevant coursework: Advanced User Research, Frontend Development, Marketing

Google UX Design Professional Certificate
GOOGLE (VIA COURSERA) • JANUARY 2023 - JULY 2023
Topics: UX Research, Inclusive Design, Prototyping, Figma and Adobe XD.

SKILLS

Design	Research	Tools
Information Architecture	Competitive Analysis	Figma
Design Systems	Usability Studies	Adobe Creative Cloud
Interface Design		Project Management (Jira & Asana)
User Research	Technical	Brainstorming (Figjam & Miro)
Accessibility Audits	Frontend (HTML, CSS, JS)	
Workshop Facilitation	C, Python	
Stakeholder Communication	SQL	

CERTIFICATIONS

Product Management Certification AHA!	UX Design Professional Certificate GOOGLE (VIA COURSERA)
Certificate of Innovation "THE ZERO EXPERIENCE"	Emergency First Aid & CPR THE RED CROSS