

## PROFESSIONAL EXPERIENCE

### PRODUCT DESIGNER @ AUTOMOTIVE FINANCE CORPORATION

Remote | Toronto, Ontario, CA | APR 2022 - Present

Directed strategic design and development efforts for AFC, Openlane, and PAR, ensuring AA A11Y compliance. Achieved a remarkable 60% surge in user satisfaction and a 25% increase in accessibility scores. Effectively collaborated with leadership, offering invaluable insights to foster synergy across departments. Additionally, I organized informative sessions to keep development and design teams updated on design trends and enhancements.

- Employed data-driven optimizations to enhance experiences for a user base exceeding 50,000+ MAU, resulting in a 40% reduction in page load times. Additionally, increased success metrics and shortened user session durations.
- Partnered with cross-functional teams to ensure smooth transitions and integrations of redesigned systems, resulting in a 15% reduction in project delays and improved adherence to project and goal deadlines.

## CONSULTING EXPERIENCE

### UX CONSULTANT @ HASHMATRIX

Remote | Toronto, Ontario, CA | APR 2023 - Present

Led consulting and product design for start-ups, achieving a 40-80% increase in accessibility scores. Reduced project turnover by 37% and streamlined design-to-development processes through efficient component and design system utilization. Facilitated seamless collaboration among team members by coordinating meetings and sharing insights.

### UI/UX DESIGNER @ APOLLO

Remote | London, Ontario, CA | JAN 2021 - SEP 2023

Partnered with project stakeholders to establish design objectives and timelines. Introduced new design guidelines, leading to reduced development costs and quicker task completion. Achieved an 80% rise in positive user ratings during A/B testing.

### GRAPHIC DESIGNER

Hybrid | London, Ontario, CA | SEP 2018 - Jan 2024

Led substantial growth for multiple businesses by creating impactful visual assets such as posters and social media campaigns. Additionally, I developed comprehensive brand guides and websites, significantly increasing overall brand presence and performance.

## SUMMARY

Experienced Product Designer skilled in crafting user-centric designs that captivate diverse audiences. Proficient in digital design, seamlessly integrating creativity and innovation to produce visually compelling solutions. Demonstrated expertise in aligning designs with marketing strategies to drive innovation. A collaborative team player with outstanding communication skills, ready to excel in dynamic environments.

## EDUCATION

### GOOGLE UX CERTIFICATION

MAR 2021 - DEC 2021

### FANSHAWE COLLEGE

SEP 2016 - APR 2019

Advanced Diploma in Graphic Design,  
GPA: 4.0 | Dean's List, Honour Role

## SKILL SET

### SOFTWARE

- **Adobe Suite:** PS, AI, ID, LR, XD
- **Affinity Suite:** Designer, Photo
- **Other:** Figma, Sketch, Invision
- **Web Apps:** User Testing, Google Forms, Lucid Chart, Asana, Slack

### ADDITIONAL EXPERTISE

- User Research & Testing
- A/B Testing
- Prototyping & Wireframing
- Interaction Design
- Information Architecture
- Cross-functional Collaboration