

### CONTACT

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### SKILLS

#### Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Procreate

#### Research & Testing

User research, usability testing, journey mapping, iteration based on feedback

#### UI/UX Design

Wireframing, prototyping, user flows, interaction design, branding & rebranding

#### Technical

HTML/CSS, Python, Racket

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### PROJECTS

#### Founding UI/UX Designer | Studia *Nov 2025 – Present*

- Sole UI/UX designer in a 9-member student startup building a student productivity web app
- Designed wireframes and hi-fi prototypes in Figma using reusable components and auto layout
- Conducted user research and defined personas; mapped end-to-end user journeys to identify study-planning pain points
- Established consistency product branding, including logo and visual identity system
- Collaborate with developers and marketing team to refine product experience and visuals
- Iterated through 3 prototype versions based on usability testing with 30 students

#### UI/UX Designer (AccessED App) | GNEC Hackathon *March, 2025*

- Designed an accessibility-focused mobile app supporting users with visual and auditory impairments
- Delivered a 17-screen high-fidelity prototype within a 48-hour development sprint
- Led end-to-end UI design while collaborating with 3 frontend and backend developers
- Prioritized inclusive design principles, including readable typography, contrast, and simplified navigation

#### Coinamatic Website Redesign | Academic Project *Nov, 2025*

- Conducted heuristic evaluation and UX audit to identify usability and content hierarchy issues
- Re-architected site layout and user flows to improve information clarity and usability
- Built interactive prototype in Figma to validate updated navigation structure and design consistency

### LEADERSHIP & ACTIVITIES

Graphic Designer, Executive Team | UW Film Club & Craft 4 Charity *May, 2025 – Present*

Magazine Designer | KulTek *Sep, 2025 – Present*

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### EDUCATION

University of Waterloo | 2025–2029

Global Business and Digital Arts  
Minor of computing