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Work Experience

University of Ottawa   *Ottawa, Ontario*
COMMUNICATION & DIGITAL CONTENT SPECIALIST   *Mar. 2019 - Aug. 2019*

- Created and refined **user-focused digital content** for websites and social media, aligning with UX best practices.
- Conducted user research to enrich digital content and conducted **usability tests** to gather feedback for web improvements, simulating real-world UX research methods.
- Leveraged skills in visual and textual communication to coordinate media and public relations activities, including **community presentations** and events.
- Collaborated with developers and stakeholders to ensure the website's user interface met UX guidelines and user needs, contributing to a **holistic design process**.
- Regularly tested the university's website for accessibility and functionality, applying principles of **inclusive design**.

Portfolio Projects

PersonaBot – A Human-Like Sales Assistant   *Scarborough, Ontario*
UI/UX DESIGNER   *May. 2023 - Present*

- A GPT-based chatbot designed to simulate human-like interactions for enhancing customer engagement and increasing sales.
- Developed a conversational UI using **Figma** aimed at facilitating customer interactions.
- Conducted user interviews and surveys using **Google Forms** to capture user expectations, following **Human-Centered Design** principles.
- Worked together with a software developer to integrate the front-end design with a ChatGPT backend using **ReactJS**, **NextJS**, and **CSS**.
- Achieved a **80%** user satisfaction rate as confirmed by post-interaction surveys.

SereniMe - Personal Stress Management App   *Ottawa, Ontario*
UI/UX DESIGNER   *Jul. 2021 - Sept. 2021*

- Developed SereniMe, a mobile application designed to provide personalized stress management solutions and mindfulness techniques.
- Created a mobile app interface using **Adobe Photoshop** and **Adobe After Effects** to aid in stress management.
- Integrated a **2D animation tutorial** on stress relief techniques, designed using **Adobe Premiere**.
- Conducted **usability tests** and gathered user feedback for iterative improvements.
- Developed user onboarding guides using **Microsoft PowerPoint** to facilitate easy app navigation.

Education

University of Toronto   *Toronto, Ontario*
BACHELOR OF INFORMATION   *Sep. 2023 - Present*

- Expected graduation date: Apr. 2025

University of Ottawa   *Ottawa, Ontario*
HONOURS BACHELOR IN COMMUNICATION WITH MINOR IN MANAGEMENT   *Sep. 2017 - May. 2021*

- Bursary for French study
- Cumulative GPA 3.7/4.0

Honors & Awards

2018   **2nd Place**, BCX Case Competition   *Ottawa, Ontario*

Skills

- **Technical & Software Skills:** Multimedia Software (Adobe Photoshop, Adobe Premiere, Adobe Indesign, Adobe Lightroom, Adobe After Effects, Garage Band), Office Suite (Microsoft Word, PowerPoint, Excel), Web Development (Weebly, Wix), Operating Systems (Windows, iOS, Android), Hardware (Filming equipment, Zoom, Microphone), Research Tools (Interviews, surveys, qualitative research methods, usability tests)

- **Communication & Creative Skills:** Written Communication (French essays, analysis reports, promotional texts, dissertations), Visual Design (Short film production, promotional posters, 2D animations), Content Creation (Multimedia content, visual and textual communication), Public Relations (Community presentations, event coordination, media outreach), Research & Analysis (Advanced internet searches across multiple cultures, usability tests)