

EDUCATION

2014 - 2015

**Master of Digital Media**  
Ryerson University

2009 - 2013

**Honours, Geography and  
Environment Management  
Psychology Minor**  
University of Waterloo

SKILLS

Design



Adobe Experience Design | Framer,  
Photoshop | Illustrator | After  
Effect | InDesign | Sketch |  
Invision | Principle

Technical



HTML5,  
SASS, CSS  
Javascript  
jQuery  
React JS  
ThreeJS



Cinema 4D  
Fusion 360  
Rhinoceros  
AutoCAD  
Arduino  
Processing

Design & Develop skills

Rapid Prototyping | Agile  
Methodologies | User Research |  
Interactive Storytelling | Branding |  
Illustration | Infographics |  
Wireframe | Usability Test |  
Content Strategy | Data Analysis |  
High-Fidelity Mock-up | Design  
Pairing & Design Spring |  
Cross-Team Collaboration

EXPERIENCE

2016 - Present

**UX/UI Designer**  
SpinVFX

**App Launch:** Full-stack designer for BrioVR - a web-based VR/3D SaaS app. Successfully developed the app in collaboration with programmers and product managers practicing methodology in market and user research, wireframe, high-fidelity prototype, interaction and motion design, validation test and analysis.

2015 - 2016

**User Experience / User Interface Designer**  
DEMHUB

**Site Launch:** UX / UI designer for the company's website, solved user flow problems and increased session duration.

**Increase Usability:** Identified and fixed usability issues by conducting heuristic tests.

**Conversion Improvement:** Created color codes, UI elements & templates that increased the conversion rate.

2016

**Graduate Research Assistant**  
University of Toronto

**Project lead** for IOT gardening system constructed by physical and digital interfaces.

**Increase Efficiency :** Reduced the input time for forms and report by twice.

**Better communication:** Project increased project member involvement and weekly contribution.

2013 - 2014

**Website Designer**  
Canada Computers & Electronics

**Micro-site :** Created micro-sites and fixed front-end problems that led to complete customer satisfaction rate.

**Event Launch:** Co-led UI/UX and visual design for special events and promos, which outperformed main regular page visits.

2012 - 2013

**Graphic Designer - Students' Activities**  
University of Waterloo - Federation of Students

**Branding:** Co-designer to plan and re-brand the University's students driven organizations.

Designed marketing materials to promote University events including posters, brochures, business cards, infographics, banners and web ads.