

Product Designer - Leader - Mentor

Experience

Design Director @ Klipfolio

2023 - Present

- Led the Design Team at Klipfolio, a multidisciplinary team that includes designers, researchers, writers, and developers.
- Worked with the company leadership team and product leadership to define the overall strategy, roadmap, and direction for the product.
- Contributed to and leading various UX projects on Klipfolio PowerMetrics.
- Led the initiative of designing innovative projects that focused on AI integration and advanced analytics.
- Utilized data analytics tools such as Mixpanel and Google Analytics to track and understand user behaviour throughout the entire funnel to measure the impact and effectiveness of the Design Team design efforts.
- Collaborate with UX research to conduct usability tests and customer interviews, integrating findings into the design and development process.

Senior Design Manager @ Klipfolio

2020 - 2023

- Led a team of designers and developers that helped ship quality, user-centric, and delightful experiences across all of Klipfolio's web and app assets such as Klipfolio.com, Klipfolio MetricHQ, and Klipfolio PowerMetrics.
- Contributed to the design and development of various web projects. Installed a comprehensive event tracking system to help our research and marketing team better understand users behaviour.
- Increased involvement in the UX and product design of Klipfolio PowerMetrics.

Designer & Front-end Developer @ Klipfolio

2014 - 2017

- Led idea and prototype generation of Klipfolios website.
- Created mock-ups, layouts, and storyboards for upcoming web pages for Klipfolio's website.
- Focused on rigorous A/B testing and conversion rate optimization to achieve business goals such as increasing trial starts and improved user experience.

Education

Bachelor of Information Technology, Carleton University

2009 - 2013, Ottawa, ON

Advanced Diploma in Interactive Multimedia and Design, Algonquin College

2009 - 2013, Ottawa, ON

Skills

Figma Photoshop AfterEffects Visual Design Mobile Design Design Systems
Prototyping Journey Mapping Interaction Design User Research Data
Visualization Business Intelligence Mixpanel Google Analytics UA/4 Miro
Github HTML/CSS/JS/React