

Product Design Leader with over 10 years of expertise leading multidisciplinary teams, shaping strategic product direction, and driving product design.

Experience

Design Director @ Klipfolio

2023 - Present

Partnered with company leadership to establish product strategy, roadmap, and direction, aligning design initiatives with business goals.

Spearheaded innovative UX projects focused on AI integration and advanced analytics.

Mentored and managed a team of designers, researchers, and developers, fostering collaboration and professional growth.

Senior Design Manager @ Klipfolio

2020 - 2023

Managed a multidisciplinary design team, leading UX projects for Klipfolio PowerMetrics, improving the overall user experience.

Contributed to and led various UX projects on Klipfolio PowerMetric focused on increasing product engagement and early adoption.

Collaborated with UX research to conduct usability testing, customer interviews, and utilized data analytics tools such as Mixpanel to measure the effectiveness of design efforts, improve the overall user experience and inform future product design strategies.

Design Team Lead @ Klipfolio

2017 - 2020

Led a cross-functional team to deliver user-centric experiences across Klipfolio's web and app platforms (Klipfolio.com, MetricHQ, PowerMetrics).

Implemented an event tracking system that improved user behaviour insights for research and marketing teams.

Played a pivotal role in enhancing UX and product design for Klipfolio PowerMetrics, driving improved user engagement and satisfaction.

Designer & Front-end Developer @ Klipfolio

2014 - 2017

Led ideation and prototype development for Klipfolio's website, ensuring a user-centric design approach and contributing to the overall visual identity and user experience.

Conducted rigorous A/B testing and conversion rate optimization strategies to drive key business metric.

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

Visual Design
Mobile Design
Design Systems
Prototyping
Journey Mapping
Interaction Design
User Research
Data Visualization
Business Intelligence
HTML/CSS/JS/React

Tools

Figma
Adobe Creative Suite
Framer
Mixpanel
Google Analytics UA/4
Miro
Github