

EDUCATION

Simon Fraser University

Bachelor of Business Administration |
Spring 2025

Business and Interactive Tech. Joint Major |
Concentration in User Experience Design

PRODUCT & DESIGN
COMPETENCIES

Research & Synthesis	Usability Testing
Accessible Design	UI Design & IxD
Design System	UX Writing
Data Analytics	Market-fit Validation
Agile Frameworks	Product Strategy

TECH & DESIGN TOOLS

Figma	Adobe Creative Suite
Miro	HTML / CSS
FullStory	JIRA
Python	Google Analytics

EXTRACURRICULAR

Co Founder | Break Thru Sports Academy

Hacker Participant | nwHacks 2023

Project Designer | SFU Surge 2021

Project Coordinator | CaseIT MIS Case
Competition 2020

Presenter | Enactus National Competition 2019

Case Competitor | PIVOT Case Competition
2019

WORK EXPERIENCE

UX Design | Samsung Electronics

Jan 2024 - Sept 2024 | Internship

Currently working on unifying the design system for all products tied to Samsung Knox.

Product Design | Operto Guest Technologies

Jan 2023 - Sept 2023 | Internship

Collaborated with PMs, designers, and our clients to surface critical pain points. Conceptualized and designed new product features for Operto Guest & Operto Connect to advance the functionality and scope of the product to resolve the identified problems.

Held regular design and tech. reviews with development and senior designers to ideate, refine, define capacity, and advocate for user goals during design hand-offs to convert my Hi-Fi prototypes to product features in our web app.

Product Design | FORM Swim

Sept 2022 - Jan 2023 | Internship

Brainstormed ideas to improve and extend the FORM user experience. Conducted user research, prototyped, and tested new mobile-app experiences and goggle features to validate new concepts for the launch of FORM's second-gen. goggles, Dory.

Crafted UX deliverables, including annotated user flows and wireframes to effectively communicate design strategies and detailed interaction behaviours, and delivered Hi-Fi UI designs for iOS, Android, and FORM goggles.

DESIGN & CLIENT PROJECTS

Product Design | One Iota Performance Inc.

Oct 2023 - Dec 2023 | Freelance

Led the research and design stage for One Iota's Enterprise Web Portal.

Developed their initial design system to enhance brand consistency, design efficiency, and scalability across their mobile-app and web products.

Product Marketing Consulting | SFU Axis Consulting

May 2020 - Aug 2020 | Academic Project

Delivered a B2C and B2B marketing strategy for WooYourBoo, a Toronto-based start up, prior to their mobile-app release.