

EDUCATION

Simon Fraser University

Bachelor of Business Administration |
Fall 2024

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

DESIGN COMPETENCIES

User Research	Visual Design
Usability Testing	Interface Design
Design Systems	Interaction Design
Product Strategy	Brand Strategy

TECH & DESIGN TOOLS

Figma	HTML / CSS
Adobe Suite	Python
FullStory	Java
JIRA	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

Product Design Intern | Operto Guest Technologies

Jan 2023 - Sept 2023

Collaborated with PMs, designers, and our clients to surface critical pain points. Conceptualize and designed new product features for Operto Guest and 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 Intern | FORM Smart Goggles

Sept 2022 - Jan 2023

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.

Web Design Intern | SleepGift

Jan 2022 - May 2022

Designed Hi-Fi mockups and user flows on Figma prior to building a Shopify website, which was developed using plug-in architecture and Liquid Template Language, for the launch of our new product, SleepGift Blankets.

Collaborated with the Marketing team to synthesize our data from Google Analytics and implement a digital marketing strategy for SEO, social media engagement, and website retention.

DESIGN & CLIENT PROJECTS

Web Designer | SFU MISA

Nov 2019 - Apr 2020

Used HTML and WordPress to build a platform for students to receive content about the business-tech industry and to deliver updates on upcoming events hosted by SFU MISA.

Collaborated with the Marketing team to synthesize our data from Google Analytics and implement a digital marketing strategy for SEO, social media engagement, and website retention.

Product Marketing Consultant | SFU Axis Consulting

May 2020 - Aug 2020

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

Built a marketing operations database for strategic planning activities related to conference and campaign planning, and publication programming.