

## about me

I am a designer and skateboarder from Vancouver, Canada. I love to delve deep into wicked problems, and value the same understanding of interconnected pains and nuance in projects of any scope. From research to sprinting to the final execution, I believe every decision must be judged with emotion key in mind.

## education

École Handsworth Secondary

Simon Fraser University School  
of Interactive Arts & Technology

## proficiencies

### Design

Product strategy  
Content Strategy  
Brand strategy  
User experience  
Digital Prototyping  
Visual design  
Illustration & Graphics

### Workflow

Sprinting  
Copywriting  
User Research  
Project Management

### Technical

Sketch  
Figma  
Principle  
Adobe Illustrator  
HTML/CSS

## design experience

### Arc'teryx

*UX Researcher & Designer, Strategist*

Designed packaging and products that convey product education while working within the Arc'teryx brand guidelines. Conducted on-site ethnography, user research into customers relationship to Arc'teryx product care. Facilitated remote co-design workshops and design sprint exercises with Arc'teryx personnel.

### AAPE

*Product proposal, interface design, branding, illustrations*

AAPE is a product and mobile application for children with asthma that provides assurance and guidance through the emergency procedure of an asthma attack. We present a streamlined asthma attack recovery procedure where a product and app work together as a reliable guide. Our solution empowers children to overcome feelings of fear and anxiety, enabling them to combat asthma with quickness and confidence.

## work experience

Kumon Math Instructor

Panago Customer Service Representative

BCSSA Cruisers Aquatics Speed Swimming Coach

Fostering Debate Talent Academy Debate Tournament Judge

Sugar Mountain Catering Photographer

## university involvement

SIAT's Crit club Co-President

Touchpoint Interaction Design Conference 2018 Volunteer