

# STRENGTHEN YOUR CYBERSECURITY

by partnering with the National Cybersecurity Consortium through the Cybersecurity and Privacy Institute at University of Waterloo



At Flipp Corp, I standardized and made improvements to an existing process after identifying an inefficiency in our operations. During one of the busiest seasons at the company (i.e., Black Friday), my process change led to an increase in the team's ability to capture all flyer content—even from retailers which Flipp had no previous relationship with. Then, I created an SOP to ensure replicability of this process, which ultimately drove user engagement by 1.4M unique engagement visits (UEVs).

At the University of Waterloo's Office of Research, I identified strategic opportunities for growth based on market research and created outgoing presentations (including PowerPoints, reports and posters) to develop relationships with potential industry partners.

I introduced User Experience (UX) research and design to the team by leading a usability testing initiative using UX principles. This project allowed the team to have a measurable way of providing recommendations to changes in the website interface and increase researcher engagement.

## Get all the Black Friday deals first.



The ASPIRE Ambassador Program was one of Toronto Finance International's Government-funded deliverables, and its purpose was to raise awareness of the overall ASPIRE student talent initiatives program.

As the project lead, I coordinated the delivery of the reporting system, Ambassador handbook, program guidelines, and procurement of program collateral on time and within budget while exceeding initial recruitment objectives by approximately 50%.

