

# Designer building 0-1 products & passionate about emerging technologies.

## Experience

### Lead Product designer, Calico AI

August 2021 – January 2023

- Sole design hire— Led product and design to build a production management platform for fashion brands resulting in 150+ products sampled in 1 year.
- Drove product strategy by gathering requirements, sales feedback, customer insights and industry learnings to product KPIs.
- Designed and launched product flows from sourcing, tracking payments, issuing invoices, tracking order progress to documenting fashion design specs in an agile environment.

### Product designer, Hellohire

January 2021 – June 2021

- Worked with engineers to implement new event features and improve the existing product by consolidating product insights, from user interviews to growth metrics.
- Collaborated with the founder to understand product value and define the strategy resulting in hosting 5+ career fairs with over 50 people in 6 months.

### Associate Visual Designer, Rangle

Nov 2018 – January 2020

- Worked on Uniqlo's design system that is being used by Uniqlo designers and developers globally, on all international versions of their website.
- Developed a *UX practice* playbook for designers and product managers that includes guides on usability testing, user interviews and a/b testing.

## Education

### Bachelor's of Design(Honours) at York University and Sheridan College

Sept 2014 – Sept 2018

## Skills

### Design

UX design, Product design, User interviews, Usability testing, Design systems, Interactive prototyping, User flows, Information architecture, Accessibility, UI Design, Design audits

### Product & Design Strategy

Product-led Growth, Design sprints, Setting Metrics & KPI, Roadmapping, Agile workflows, Journey mapping, Opportunity mapping

### Tools

Figma, Sketch, Adobe CC, InVision, Notion, Confluence, Illustrator, Photoshop, Marvel, Protopie

### Development

Design QA, HTML/CSS