

Experience

One Iota Golf Performance

Sep 2023 – Dec 2023

UX Researcher

Conceptualized and designed a training platform for golfers through ethnographic research, creating personas, journey mapping, survey design, and running co-creation workshops. Created a high fidelity prototype in Figma based on research findings.

Simon Fraser University

May 2021 – March 2023

Communications Specialist

Led a thorough heuristic evaluation of the SFU Surrey website, pinpointing critical usability issues and structural flaws. Remedied key issues during the site's redesign, optimizing user experience and reducing unnecessary email inquiries. Conceptualized, produced, and marketed a podcast called 'The Journey Here'. Implemented digital marketing strategies, managed paid ads, and designed assets for the 2023 SFU Surrey Community Open House.

Bonus Bakery

Nov 2022 – Dec 2022

UX Researcher

Evaluated the online ordering process on the Bonus Bakery website using a variety of techniques, including heuristic reviews, usability tests, observation, and interviews. Created a high fidelity prototype in Figma to highlight recommended changes based on research findings.

TripCollab

Oct 2020 – Dec 2020

Product Designer

Developed a collaborative trip planning app from concept to high fidelity prototype, through wireframing, prototyping, and user testing.

Education

Simon Fraser University

BBA Joint Major – Interactive Arts and Technology & Business
Concentrations in Design & Marketing • 2018 – 2024

Skills

User Interviews • Usability Testing • Survey Design • Prototyping
Journey Mapping • User Personas • Affinity Diagramming
Heuristic Evaluation • Project Management • Written Communication

Software

Adobe CC • Figma • Miro • Microsoft Office