



Ottawa, ON, Canada

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## EXPERIENCE

**Intermediate UX Designer** | Jan. 2020 - Present

*March Networks, Ottawa*

Role: UX designer for March Networks' web-based SaaS video software products

- Interacting with all levels of the R&D and product management team in an agile working environment to design an innovative and highly functional user experience for March Networks' video software products.
- Collecting business requirements from stakeholders and conceptualizing comprehensive UI/UX design strategies with software development managers.
- Creating UI mock-ups and other artifacts including icons, flow diagrams, wireframes, and high-fidelity interactive prototypes using Miro, Balsamiq, Figma to help the communication of the design across multiple teams.
- Conducting weekly UX meetings with stakeholders including sales engineers, product managers, and the marketing team to present the design solutions and collect feedback to improve the user experience of the products.
- Creating and documenting the user experience guiding principles in Confluence and JIRA that will serve as the foundation for March Networks' video software solutions.
- Working with international development teams to ensure UX design is implemented properly and consistently.

**UI Designer & Marketing Specialist** | Feb. - Dec. 2019

*Financial Eastern Star Inc., Ottawa*

- Redesigned and developed the company website by incorporating UI design practices and ensuring mobile/tablet compatibility in WordPress using HTML5, CSS resulting in a substantial growth in the number of visit to the new website.
- Designed and created the company's marketing materials including the channel logo, posters of financial products, the company brochure, and business cards in Adobe Creative Suite(Ai, Ps, Id) utilizing color theory, design theory, and typography

**UX Designer(CO-OP)** | Sep. - Dec. 2016

*Public Service Commission of Canada, Gatineau*

- Created high-level user-friendly mockups in the Priority Renewal Project (PRP) including the navigation, layout, buttons, banners, icons, and tables to improve the usability of the website in PowerPoint.
- Collaborated closely with the supervisor to complete the UX test for mockups, analyzed test results, and summarized recommended solutions in reports outlining the proper redesign of the UI/UX based on the User Center Principle

## EDUCATION

**Interactive Multimedia and Design**

Bachelor of Information Technology |

*Carleton University(2018)*

**Interactive Media Development**

Advanced Diploma of Applied Arts and Technology | *Algonquin College(2018)*

## SKILLS

UX/UI Design

Interactive Prototyping

Wireframing

User Research

User Persona

Journey Map

Workflow

Survey&Interview

Usability Testing

A/B Testing

Responsive Web Design

Logo&Branding

Iconography

## TOOLS

Figma

Jira

Webflow

Balsamiq

Miro

HTML/CSS

Adobe Creative Suite(Ps, Ai,

XD, Id, Pr, Ae)