

EXPERIENCE

Shopify

Ottawa, ON

Product Design Intern

May 2021 – Aug 2021

- Researched, ideated, and shipped solutions on the Delivery Promise team, to surface delivery promises on storefronts
- Mapped buyer journeys and concept tested with buyers to ensure end users can achieve goals with design solution
- Whiteboarded with UX team to align on opportunities, pain points, design approach, and MVP scope
- Collaborated with PM and Sr. Product Designer to define roadmap and plan internal cycle milestones

Facebook

Menlo Park, CA

Product Design Intern

Jun 2020 – Aug 2020

- Led end-to-end design of a new feature on the Branded Content team, helping creators acquire quality deals
- Performed competitive analyses on **5+** influencer marketplaces, which identified pain points in the current creator experience and opportunities for product strategy
- Spearheaded product strategy with UXR and PM, defining short-term solution and long-term North Star vision
- Defined a new brainstorming framework, supercharging ideation on **4+ investment theme brainstorms**
- Prototyped multiple solutions for user testing, working with Designers, Content Strategists, and UX Researchers
- Collaborated with Engineers to ship out the feature
- Reached **75% adoption** within 3 months of shipping

York University Marketing

Toronto, ON

Graphic Design & Multimedia Assistant

May 2019 – May 2021

- Led web design projects and collaborated in a XFN team to support recruitment of **50000 new students yearly**
- Spearheaded the 2020–2021 marketing campaign, creating **700+ images & videos** in an accelerated 2 month timeframe that met all accessibility requirements for various formats
- Campaigns involved display ads, social media, search engine marketing, unique landing pages, motion graphics, and exclusive digital content for **6 regions, 18 countries**.
- Increased international student intake by **20%**

EDUCATION

York University & Sheridan College

Honours Bachelor of Design
2018 – 2022, 3.8 GPA

AWARDS

First Place: Historia

Adobe & A+E Creative Jam

Third Place: Playdium

Adobe & Nickelodeon Jam

Honourable Mention: Historia

RGD Student Awards: Bell
Media Award for Typography

Honourable Mention: Kumo

RGD Student Awards: Quake
Award for Creative Innovation

Michael Plexman Award for Innovation

York University Scholarship

Brazilian Ball Award

York University Scholarship

Diti Katona, John Pylypczak Award

York University Scholarship

TOOLS

Figma	Principle
Sketch	HTML, CSS
Adobe CC	JavaScript

SKILLS

User Research, Product Thinking, Visual Design Interaction Design, Rapid Prototyping, Usability Testing, Design Sprints, Design Systems, Wireframing, Information Architecture, Motion Graphics