



PROFILE

I specialize in [user experience research and design](#), with a desire to get to know how current and potential users might use an interactive product throughout every step of the development process, from conceptualization to product evaluation. My overall passion for design compliments my expertise in [web coding and programming](#), allowing me to translate my design ideas into reality. Finally, I have professional experience in [marketing and communications](#).

TECHNICAL SKILLS

Design

Axure
Balsamiq
Illustrator
InDesign
Photoshop

Programming & Web

HTML5/CSS3
JavaScript (libraries: jQuery, D3.js, three.js)
Java (including experience with Android APIs)
Python
C++

Other Software & Platforms

Bootstrap
Git/GitHub
Amazon Web Services
Microsoft SQL Server
Eloqua

CONCEPTS & KNOWLEDGE

Interaction design
Wireframing & prototyping

Responsive web design
Desktop, mobile & web app development

Graphic and print design
Agile development

WORK EXPERIENCE

Email & Website Developer/Designer (Co-op)

ACTIVE Network

January 2014 – August 2014

- | | |
|----------|--|
| Roles | <ul style="list-style-type: none">Designed and coded emails, forms, and landing pages in HTML/CSS, additionally using JavaScript and the Bootstrap framework when appropriateSet them up for distribution and viewing using the Eloqua marketing automation softwareCreated graphic assets for digital marketing materialsEnsured all designs followed corporate branding standards |
| Outcomes | Created high-quality emails and landing pages while frequently working within tight deadlines. Contributed greatly to marketing and communications objectives, and drove leads and conversions. |

Communications Research Assistant (Co-op)

BCcampus

January 2013 – August 2013

- | | |
|----------|--|
| Roles | <ul style="list-style-type: none">Coordinated a usability test of their corporate website; researched use cases, designed the test, recruited participants, and facilitated tests at their workplacesFacilitated a major reorganization of their Confluence corporate wiki after consulting with their staff, coordinated software tutorial sessions, and provided technical supportCreated a biweekly marketing newsletter using Campaign Monitor |
| Outcomes | Strengthened communication and collaboration between BCcampus and their users and stakeholders (academic faculty, administrators, and staff), plus internally between their teams of employees. My report of findings and recommendations after the usability test guided the design of their new responsive website. |

FREELANCE WORK EXPERIENCE

Graphic Designer and Front-End Web Designer

New Dawn Immigration

May 2016 – Present

I am working on a complete branding redesign for an immigration services firm. As a project in progress, I have finished ideating and creating logos and business card designs; my next responsibility will be to design an entirely new version of the website using WordPress. I expect to complete this project by mid to late June.

UX COURSE PROJECTS

UX, UI, and Interaction Designer & Researcher

Community Builder

October 2015 – December 2015

Our team of four developed the interface and interactions for an Android app that allowed people to organize, search, and volunteer for community events within their neighbourhoods, promoting physical community engagement.

- Roles
- Created scenarios, personas, and a journey map to explore user goals and task flows
 - Rapidly developed and refined interface designs, ranging from low-fidelity paper wireframes to high-fidelity Axure prototypes, on a weekly cycle using the agile methodology, taking into account design critiques and usability test results
 - Created a usability test plan and its tasks, and facilitated the tests

Usability Researcher and Usability Test Designer & Coordinator

Notif

January 2015 – April 2015

In our team of four, we conceptualized and created a prototype for Notif, a concept mapping tool targeted towards the academic teaching and learning domain.

- Roles
- Researched the types of problems faced by instructors and students, as well as potential solutions
 - Developed use cases, UML diagrams, and class diagrams to understand how users might accomplish a task and how the system as a whole would work, revising as needed using the spiral model
 - Facilitated a usability test session involving an interactive Flash prototype

LEADERSHIP EXPERIENCE

Vice President of Education

Burnaby Mountain Toastmasters

October 2014 – Present

The goal of our Toastmasters club at SFU is to help members improve their public speaking skills in a fun, friendly, and supportive environment. I monitor each member's educational goals, coordinate the weekly club meetings and member roles, and ensure that new members receive an orientation to the club and are assigned a mentor. I have also served as a mentor myself.

EDUCATION

B.Sc. in Interactive Arts & Technology (Concentration in Interactive Systems), Minor in Computing Science

Simon Fraser University

September 2009 – December 2015

As a graduate from the School of Interactive Arts & Technology, I learned the skills and tools to not only create both elegant and functional designs, but to also build the technologies and experiences that increasingly shape our lives. My concentration, Interactive Systems, focuses on the interaction between computer systems and users.