

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 RP
Balsamiq Mockups
Photoshop
InDesign
Illustrator
After Effects

Programming & Web

HTML5 / CSS3
JavaScript (libraries: jQuery, D3.js, three.js)
Java
Python
C++
PHP

Other Software & Platforms

Git
Google Analytics
WordPress
Basecamp
Eloqua
Microsoft SQL Server

CONCEPTS & KNOWLEDGE

Interaction design
Human-computer interaction

Web, graphic, and print design
Desktop, mobile & web app development

Visual analytics
Marketing

WORK EXPERIENCE

Email & Website Developer/Designer (Co-op)

ACTIVE Network

8 months, 2014

- Roles
- Visually contributed to design and development efforts to support marketing and communications objectives, and helped drive leads and conversions
 - Designed and coded emails, forms, and landing pages using HTML, CSS, and JavaScript
 - Set them up for distribution and viewing using Oracle's Eloqua marketing automation software
 - Ensured all designs followed corporate branding standards

Outcomes Successfully created high-quality emails and landing pages while also frequently working within tight deadlines. Gained experience building responsive email layouts.

Communications Research Assistant (Co-op)

BCcampus

8 months, 2013

- Roles
- Coordinated a usability test of their corporate website; designed the test, recruited participants, and facilitated tests at their workplaces
 - Facilitated a major reorganization of their Confluence corporate wiki after consulting with their staff, coordinated software tutorial sessions, and provided technical support
 - Created 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.

OTHER PROJECTS

UX, UI, and Interaction Designer

Community Builder

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.

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| Roles | <ul style="list-style-type: none"> • Created scenarios, personas, and a journey map to explore user goals and task flows • Developed a high-fidelity interactive prototype using Axure RP • Created a usability test plan and its tasks, and facilitated the majority of the tests |
| Outcomes | Applied more advanced features of Axure RP to create a prototype that looked and behaved much like a real Android app. Expanded my interaction design and visual design skills, with a higher level of knowledge about user goals and needs, hierarchy, typography, and branding. |

Visual Analyst and Programmer

Urban Sprawl Visualizer

2014

Our two-person group created a visualization to help users understand the factors that influence urban sprawl in the US, and what factors are common amongst cities with similar sprawl statistics.

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| Roles | <ul style="list-style-type: none"> • Researched and proposed different visualization methods to display information from a large data set • Built the final visualization, which implemented a hybrid between a scatterplot and star plot, using JavaScript and the D3.js data visualization library |
| Outcomes | Successfully applied visual analytics theory and knowledge to make highly technical data more accessible to non-technical users. This made it easier to do comparisons without dealing with the actual data values. |

LEADERSHIP EXPERIENCE

Vice President, Education

Burnaby Mountain Toastmasters

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 if requested.

EDUCATION

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

Simon Fraser University

Upper Division GPA: 3.41 (Overall GPA: 3.11)

2009 – 2015

As a student 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.

I completed all required courses for my degree in December 2015, and will be officially convocating in June 2016.