

Objective

To create elegant interfaces by conducting user research and solving ambitious problems in order to perfect user experience.

Experience

Designer McKinsey Digital

Summer 2014, New York City, NY

- Translated client requirements and completed user needs analysis to optimize product performance
- Developed visual layouts, storyboards, low to high fidelity prototypes, and interactive demos using FramerJS

UX/Developer Intelligent Mechatronics Systems

Fall 2013, Waterloo, ON

- Conducted user research and performed user case analyses to improve application performance for all customers
- Designed, improved, and developed Android fragments and layouts, decreasing load time by 50%
- Created and integrated modern visual elements into the project

iOS Mobile Developer Ash City Worldwide

Winter 2013, Richmond Hill, ON

- Managed the development lifecycle, prototyping and testing of customer application while enforcing best practices
- Worked with clients to optimize user interface
- Developed the iOS Ash City App independently

Web Content Developer Raymond James Ltd.

Summer 2012, Toronto, ON

- Worked with multiple advisors on creating personalized websites
- Redesigned the employee Intranet site using HTML5, CSS3, JS, Photoshop and Flash
- Created and updated content for the public Raymond James webpage, impacting hundreds of daily users

Business Project Assistant York Municipality

Fall 2011, Newmarket, ON

- Developed an intuitive user feedback system that was implemented in several senior assistance centres
- Improved bureaucratic workflows by introducing digital technologies and improving user experience

Skills

User Research	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Strategic Planning	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Prototyping	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Usability Testing	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Objective C	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
HTML/CSS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Javascript	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Education

Bachelor of Applied Science: Systems Design Engineering, Management Science Option (Graduating April 2015)

University of Waterloo, Waterloo, ON.

Relevant Courses: Cognitive Ergonomics, Human Factors, Engineering Design

Activities and Interests

Projects

- Created device to wirelessly transfer data files via gestures
- Developed and published an Android study tool
- Developed a fitness tracking app to process sensor data
- Freelance Photography

Volunteer

- EngSoc Class Rep for Systems Design 2015 (2010 - Present)
- Orientation Leader and Director (2012 - 2014)

Student Organizations

- Co-op Storage - Co-Founder & Designer (2014)
- BufferBox - Student Designer and Team Lead (2012)

Recreation

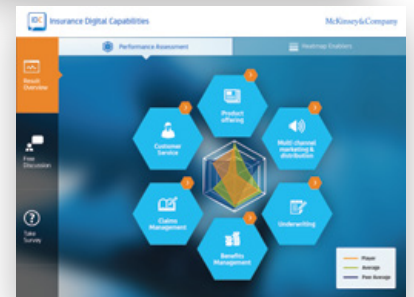
Biking, Frisbee, Volleyball, Soccer, Piano, Guitar, Cinema, Short walks on the beach

Portfolio

Design and Development

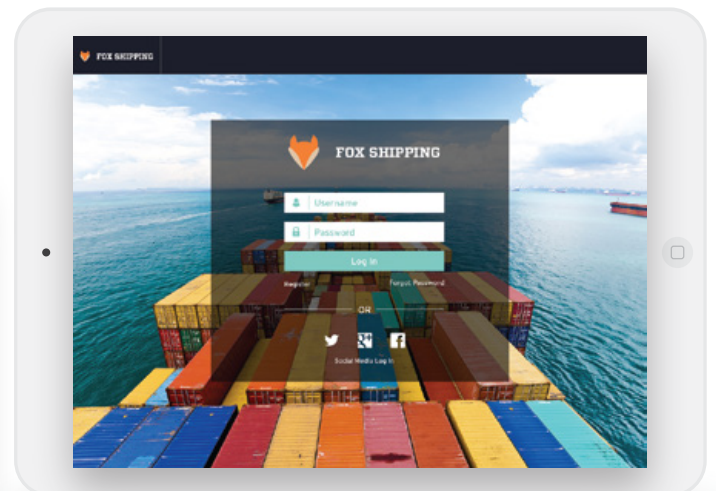
Digital Health Insurance

I developed dashboard and survey screens for an iPad application, focused on survey distribution and analytics. By designing with behavioural nudges in mind, users can better understand and evaluate tasks, decreasing task completion time.



iPad Login Screen

Developed multiple iterations for a login screen and featured animation features using Framer.JS

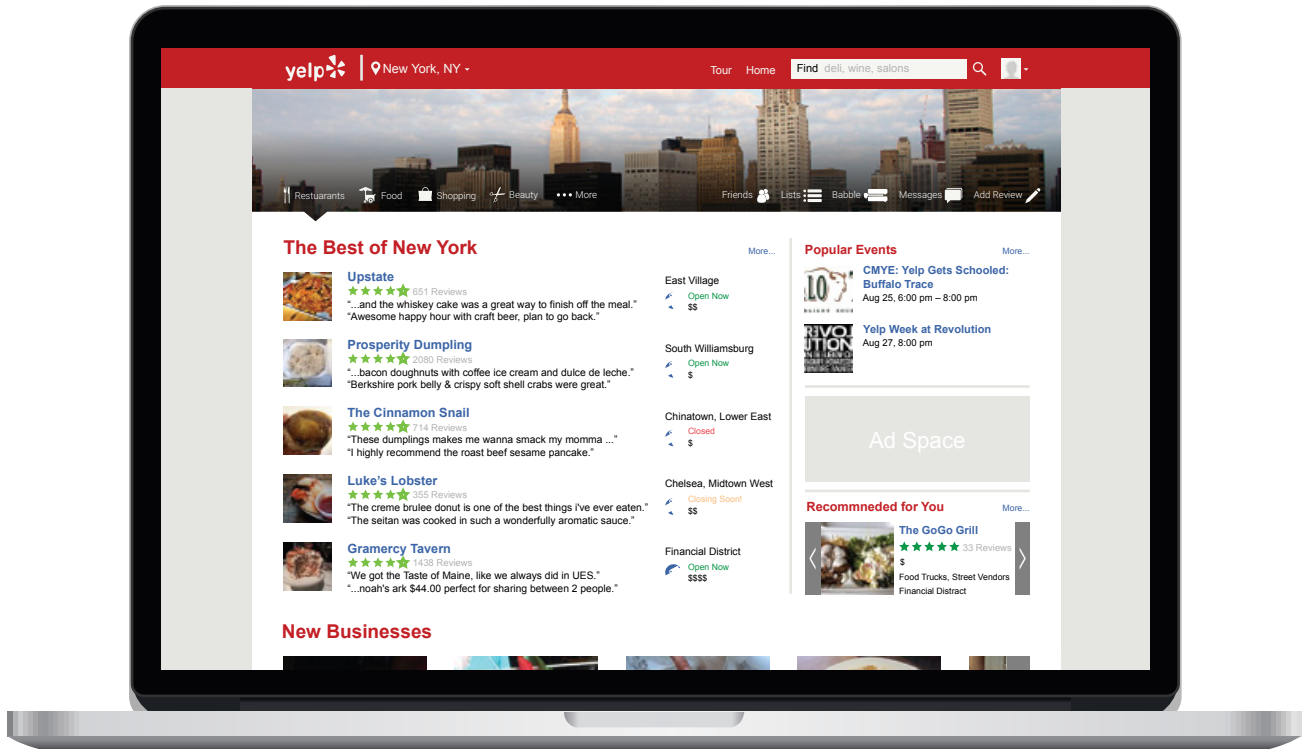


Portfolio

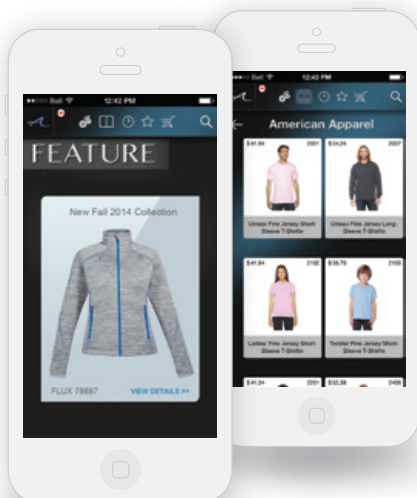
Design and Development

Yelp Redesign

Yelp has been an amazing tool for me and countless others - however the interface has quite a bit of useless clutter for me - that's to say, I don't use most of the available features. With this redesign, I kept the 80-20 rule in mind and strove to group and collapse used features. A more in depth analysis can be viewed on my website.



Ash City iOS App



Focus Android App

