

OBJECTIVE

Create solutions at the forefront of engineering and design to positively influence human behaviour and make the world a better place.

HIGHLIGHTS

Experienced in defining and developing product features from market research, user needs, and stakeholder requirements.

Strong background in designing web and mobile applications, with an emphasis on user experience and behavior change.

Proficient with native mobile and web development (objective-c, java, html/css, javascript, svn, git).

EDUCATION

University of Waterloo

Sep 2009 - Jun 2014 (expected)

Bachelor of Applied Science (BASc.) in Systems Design Engineering, Co-op

EXPERIENCE

IBM - Extreme Blue Technical Intern

May 2013 - Aug 2013

- Worked on a fast-paced, 4-intern team to develop new technology for IBM's Social Media Analytics Group
- Implemented a proof-of-concept solution for improving business performance by delivering industry-driven benchmarking and analysis of a brand's Social Media presence.
- Designed and implemented the front-end workflow which emphasizes interactivity and data visualization.

Azumio - iOS Developer

Sep 2012 - Dec 2012

- Researched and developed the StandUp Test, a mobile fitness assessment which provides insight on the health of a user's heart from their physiological response to standing up.
- Implemented a *major visual redesign* and feature enhancements to their flagship application, Instant Heart Rate.

NexJ Systems - Product Manager (Health)

Jan 2012 - Apr 2012

- Participated in the strategic planning and design of NexJ's *Connected Wellness Platform*, generating high-level functional requirements and mockups.
- Designed diagnosis workflows, UIs, and forms for NexJ's *Transitional Care Management* solution, which discouraged cognitive biases and optimized information salience.
- Defined and prioritized *data presentation techniques* for patient metric graphs, as well as the quantitative measures used to define patient progress and goals.

Desire2Learn - Product Designer

May 2011 - Aug 2011

- Led the team's first-ever *analysis of de-personalized client data* to better understand product adoption and usage trends in industry, enabling more justified design decisions.
- Delivered *UI mock-ups and functional design specifications* that met strict technical limitations and accessibility requirements and oversaw their development.
- Adapted to working in a *tight-knit agile development team* through effective communication and adopting iterative design cycles to maximize productivity.

NexJ Systems - Product Management Analyst (Health)

Sep 2010 - Dec 2010

- Introduced a strategy for *integrating behaviour mechanics* into NexJ's Consumer Wellness Platform and presented my recommendations to the company's executive team.
- Presented a lunch and learn on *Disruptive Technology Marketing Strategy* and its role in NexJ's business plan, fostering an understanding of high-level strategy within the organization.
- Executed extensive *competitive analysis* on consumer wellness applications in the North American market to enhance NexJ's product strategy.

PERSONAL PROJECTS

whatissystems.com

Feb 2012 - Present

A work-in-progress project aimed at defining Systems Design Engineering through a collection perspectives and experiences.

All Systems' Dough

Feb 2012 - Mar 2012

My first exploration of visual data presentation, and a quick glimpse into what factors affect co-op salaries.