

Experience

Klue (Competitive Intelligence Startup)
UI Designer

October 2021 - May 2023

- › Shipped 25+ B2B product feature releases and updates by designing and prototyping interfaces and behaviors
- › Independently established the design direction of a \$1M+ AI-funded solution in collaboration with PMs
- › Improved design/developer pairing productivity by 30% by revamping design specifications and processes
- › Streamlined component + token implementation by 75% as part of a volunteer design systems committee
- › Collaborated with 5+ designers, providing and soliciting feedback to iterate on design solutions and processes

Nova Ray Consulting & Studio
Product Designer

August 2023 - Present

- › Provided design services for a Canadian tech startup developing a texting web platform for healthcare providers
- › Prototyped and documented 20+ user flows in 3 weeks using hi-fi mockups to facilitate smooth developer handoff
- › Promoted design consistency and scalability across 30+ screens by auditing + normalizing Figma components
- › Ensured timely project delivery by participating in stakeholder meetings to gather and incorporate feedback

Samsung Electronics Canada Inc.
Junior UX Researcher

May 2019 - December 2019

- › Informed major decisions for 10+ SaaS products by facilitating user interviews to incorporate user feedback
- › Presented user test findings to 10+ key stakeholders to validate and challenge design assumptions
- › Increased website traffic by 15% on SamsungKnox.com by assessing user trends to improve content findability
- › Improved customer satisfaction by 20% through the development of UX documents to guide design efforts

LEGO Storybricks (Academic UI/UX Design Project)

March 2019 - April 2019

- › Collaborated with a team of 6 designers to propose a tablet app that fosters long-distance parent-child bonding
- › Created testable prototypes within 25 hours by engaging in design sprints to rapidly iterate product concepts
- › Conducted 10+ user interviews and 3 surveys to understand how to encourage remote play using Lego's brand

Education

Simon Fraser University

September 2015 - June 2021

School of Interactive Arts and Technology (SIAT) - Bachelor of Science, Design Concentration

Skills

DESIGN & RESEARCH - Responsive Design, Accessibility Standards, Design Systems, User Personas, User Journey Mapping, Wireframing, Prototyping, User Research Methods, Usability Testing, User Surveys, Design Documentation

TECHNICAL - Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects), Sketch, Material Design, InVision, Miro, HTML, CSS, JavaScript, Java, Git, Tableau, Google Analytics