

Experience

Clue (Competitive Intelligence Company)

UI Designer / October 2021 - May 2023

- ↳ **Shipped 20-30 B2B product feature releases and updates** by designing and prototyping interfaces and behaviors
- ↳ **Accelerated designer/developer pairing by 30%** by revamping design specifications and reviewing pull requests
- ↳ **Reduced component implementation time by 75%** through spearheading design system iteration standards
- ↳ Lead as the sole designer for features across 4 product teams, including a **\$1M+ funded solution leveraging AI**

Samsung Electronics Canada Inc.

UX Research Co-op / May 2019 - December 2019

- ↳ **Informed major decisions for 7-10 SaaS products** by facilitating user interviews to incorporate user feedback
- ↳ **Increased website traffic by 15%** on SamsungKnox.com by assessing user trends to determine UI effectiveness
- ↳ **Elevated customer satisfaction by 20%** through developing UX documents to improve company product strategy
- ↳ Communicated with key stakeholders to present user test findings to validate and challenge design assumptions

LEGO Storybricks

Academic UI/UX Design Project / March 2019 - April 2019

- ↳ Proposed tablet application leveraging Lego and telecommunication to foster long distance parent-child bonding
- ↳ Engaged in design sprints in a team of 6 to take product concepts to **testable prototypes within 30 hours**
- ↳ **Conducted 10-15 user interviews and 3 surveys** to understand how to encourage remote play using Lego's brand

Food for the Heart

Academic UI/UX Design Project / November 2018 - December 2018

- ↳ **Managed a team of 4** (2 software developers & 2 product designers) to iteratively create a South Asian diet app
- ↳ **Facilitated 3 discovery workshops** with key stakeholders to brainstorm solutions for sedentary lifestyle concerns
- ↳ Copywrote user interface content to elicit stronger and relevant feedback from **5-10 user test participants**

Precision NanoSystems (Biotech Company)

Graphic Design Co-op / January 2018 - August 2018

- ↳ Reinforced branding of **20+ marketing collaterals and presentation slides** in line with company style guide
- ↳ **Promoted brand awareness and product offerings to 500+ industry experts** by creating 10+ promotional materials
- ↳ **Improved website traffic by 20%** by producing 20+ website assets with iconography, photography, and videography

Education

Simon Fraser University

September 2015 - June 2021

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

RELEVANT COURSES - User Experience Design, Design Evaluation, Interaction Design Methods, Web Design and Development, Interface Design, Information Design, Advanced Human-Computer Interaction and Cognition

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