

## SKILL SET

Design professional with extensive experience in corporate and agency settings.

- Expert in user research and testing, information architecture, wireframing, multi-fidelity rapid prototyping in HTML/CSS/JQuery/InVision, infographics, UX audits and visual design.
- Skilled in conducting competitive analysis and translating qualitative and quantitative data into effective design.
- Effective team collaborator with 4+ years of experience working with product managers and developers in both Waterfall and Agile environments.

## TOOLS

Sketch App, Adobe Creative Suite, Principle, Invision, Sublime, JavaScript, JQuery, HTML5, CSS3 and Git.

## EMPLOYMENT

### WebEnertia

August 2016 - Present

#### UX/Visual Designer

San Jose, CA

Led and delivered cross-platform responsive design solutions in a fast paced environment.

- Spearheaded the UX redesign of several responsive websites. Responsibilities included gathering client insights, optimizing information architecture, wireframing, prototyping and justifying design decisions.
- Developed UX and visual design for the Aruba Networks Profiler web application using HPE's Grommet framework following a rapid iterative design process.
- Conceptualized, wireframed and prototyped infographics such as Riverbed's SteelHead SD infographic which exceeded the average 2% CTR and increased user engagement on the page by 20%.
- Mentored team members, including both product managers and designers, by teaching UX best practices and how to solve challenging problems through design.
- Established and led the transition of the UX design process to a modular approach, built on pattern libraries and grid-based layouts.
- Supported web developers with HTML/CSS fixes and recommendations.

**Clients include:** Aruba Networks, CISCO, Couchbase, Dome9, eResources, General Catalyst, GoAnimate, Hewlett Packard Enterprise, Imperva, Iteris, McAfee, Riverbed, Sandhill, Venafi, Weka.io

### NexJ Systems

June 2014 - March 2016

#### UX Developer

Toronto, ON

Key member of a small team tasked with designing and building NexJ Connected Wellness.

- Collaborated with project managers and designers to develop new application features; wrote JavaScript, HTML5, and CSS3/LESS and used version control via Git.
- Improved team velocity as Scrum Master by 34%; worked with all departments to achieve successful biweekly releases.
- Migrated key client web asset's code to an internal MVC JavaScript framework.
- Designed and built responsive, user-centered, cross platform email templates.

## EMPLOYMENT, CONT.

### SAP

September 2012 - December 2012

#### Technical Product Manager Intern

Waterloo, ON

- Performed technical competitive analysis to give team a solid understanding of Adaptive Server Enterprise (ASE) products.
- Presented competitive analysis; findings led to proposals of features to build.

## EDUCATION

### Bloc

March 2016 - July 2016

UX/UI Design Course

San Francisco, CA

### University of Waterloo

2009 - 2014

Computer Engineering with Honors

Waterloo, ON