

Experience

UX/UI Designer

SnapPea Design

Sept 2023 – Dec 2023

- Led and executed strategic product design for **3 clients**, making high-impact, **data-driven** improvements to enhance usability, accessibility, brand coherence.
- Achieved a **42% decrease in user-reported issues** post implementation of changes, and a **28% reduction in task completion time**, for a geospatial data mapping platform.

UI/UX Design Intern

Jam City

Jan 2023 – Apr 2023

- Spearheaded the **end-to-end** UI/UX design of **2 new game features** for the Harry Potter: Hogwarts Mystery storyline expansion, launching to **50M+** existing players.
- Drove UI/UX alignment with game mechanics, progression systems, and narrative elements for cohesive gameplay.

UX Design Intern

Questrade

May 2022 – Aug 2022

- Pioneered a **new feature announcement design** on the web trading platform, **enhancing user satisfaction** of learning and discovering new features **by 52%**.
- Owned the UX design of **2 new features** for the web trading platform, launching to **75000+ users**.

UX/UI Designer

LCBO

Sept 2021 – Dec 2021

- **Reduced** the user acceptance testing **feedback cycle time by 67%** through designing a new intake and defect tracking platform for LCBO digital platforms.

Community

VP of Design, Product Designer

UW Blueprint

Sept 2020 – Dec 2022

- Advocated for product design at the executive level, co-leading a team of **16 designers** across **5 project teams**, providing strategic and technical mentorship.
- Designed for **4 non-profit clients**, building **design systems and style guides** for accurate brand representation.

Education

University of Waterloo

Sept 2019 – Jun 2024

Bachelors of Applied Science, Management Engineering

- Designing, optimizing, and managing processes & products in modern, data-driven organizations.

Skills

Design Methods

Interaction Design, Interface Design, Analytics, Accessibility, Design Strategy, User Research, User Testing

Design Development

Figma, Design Systems, Component Libraries, React, HTML, CSS, JavaScript