

## Experience

### UX/UI Design Intern – SnapPea Design

Sept 2023 – Dec 2023

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

### 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.
- Collaborated with cross functional stakeholders, driving UI/UX alignment with game mechanics, progression systems, and narrative elements for a cohesive gameplay, ensuring consistent visual and functional design.

### UX Design Intern – Questrade

May 2022 – Aug 2022

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

### UX/UI Design Intern – 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 to designers on project teams.
- Cultivated design culture and fostered skill and career growth of designers through running design team meetings, recurring mentorship sessions, workshops, and socials.
- Designed for **4 non-profit clients**, building **design systems & style guides** for accurate brand representation.

## Education

### Bachelors of Applied Science in Management Engineering – University of Waterloo

Sept 2019 – Jun 2024

- Designing, optimizing, and managing processes & products in modern, data-driven organizations.
- Relevant courses: **UX Analytics, Human Computer Interaction**, Search Engine Optimization, Machine Learning

## Skills

**Design Methods** – Interaction Design, Interface Design, Analytics, Accessibility, Design Strategy, User Research

**Design Development** – Figma, Design Systems, Component Libraries, HTML, CSS, JavaScript, React, SQL, R