

EXPERIENCE

Product Designer, Invoice Simple • EverCommerce

Apr 2023 - Present, Toronto, ON

Leading strategic design initiatives for a mobile and web-based invoicing software as a service (SaaS) platform serving 500K+ small business owners

Spearheading enhancement of new user journey, increasing signup-to-paid conversion rate by 28% and overall recurring revenue by \$500K+ across all projects to date

Executing visual redesign of mobile application interface to comply with Web Content Accessibility Guidelines (WCAG) 2.0 standards and drive user acquisition

Expanded multi-processor payments experience by conducting design explorations and user interviews, generating a 127% lift in year-over-year activations

Product Design Intern, QuickBooks Payments • Intuit

May - Aug 2022, Toronto, ON

Led end-to-end design initiatives for customer-facing checkout experience, introducing 2 new payment channels and powering \$300M+ in transactions daily

Conducted 2 rounds of contextual inquiries and A/B testing with 10 participants to identify pain points within customer journey and validate competing design solutions

Prioritized requirements by collaborating with product owners, engineers, and business analysts and facilitating workshops for a cross-functional team of 10

Product Design Intern, Grocery Fulfillment • Loblaw Digital

Jan - Apr 2021, Toronto, ON

Streamlined online fulfillment by leading end-to-end design of a pick history module used Canada-wide to validate 10K+ orders weekly across 13 grocery store chains

Spearheaded 3 rounds of usability testing to qualitatively assess ease of fulfillment status identification and item staging time confirmation

Partnered with engineering team to construct a library of 10+ new design components that achieve AA-level compliance with WCAG 2.0 standards

UX Design Intern, Patient Support Applications • SoulfX Technologies

May - Aug 2020, Mississauga, ON

Designed information architecture of a multinational client's patient support app that facilitates the administration of 2.5K+ medical records, enabling virtual-first healthcare delivery during COVID-19

SKILLS

Design

Interaction Design, Product Strategy, Visual Design, Information Architecture, Usability Testing, User Research, Prototyping

Tools & Tech

Figma, Adobe Illustrator, Miro, Jira, Confluence, React, SASS, Node.js, JavaScript, HTML, CSS, Git

EDUCATION

BASc, Systems Design Engineering • University of Waterloo

Interface Design, Human Factors in Design, Cognitive Ergonomics, User Centred Design Methods, Needs Analysis & Prototyping, Probability & Statistics