

## EXPERIENCE

### Product Designer • EverCommerce

Apr 2023 - Present, Toronto, ON

Leading end-to-end design initiatives for Invoice Simple, a mobile and web-based software as a service (SaaS) platform depended upon by 500K+ small business owners

Spearheading enhancement of entire free-to-paid journey and subscription paywall to drive feature discoverability, adoption and conversion rates

Led introduction of document limit messaging framework, boosting free-to-paid conversion by 20% and generating a \$400K+ lift in annual recurring revenue

Expanded multi-processor payments experience by conducting design explorations and user interviews, increasing year-over-year activations by 127%

### Product Design Intern • Intuit

May - Aug 2022, Toronto, ON

Executed end-to-end design initiatives for QuickBooks Payments, introducing 2 new payment channels and powering \$300M+ in transactions daily

Conducted 2 rounds of contextual inquiries and A/B testing to identify pain points within customer-facing checkout 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 • 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 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 accessibility compliance with WCAG 2.0

### UX Design Intern • 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+ pharmaceutical records

## 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