

Experience

Ontario Digital Service
Experience Design Co-op
September'23 - Ongoing

- **User Research | Human Rights Tribunal Ontario** - Conducted user research initiatives to understand experiences of both public users and internal staff during the application process. **Formulated and executed a user research plan**, overseeing recruitment for both internal and external participants. Conducted semi-structured interviews using a trauma-informed approach, ensuring sensitivity and empathy in the data collection process.
- **UI/UX Revitalization | Province-Wide Tax Compliance Verification Services** - Revamped interfaces for tax compliance verification services across the province, **addressing user pain points and improving efficiency. Utilized the ODS design system for scalability and adaptability.** Led the development of an alpha prototype for upcoming Digital First Assessment.
- **Research and Design | Archives of Ontario Modernization Project** - Focusing on improving the user experience of searching and finding data. **Currently crafting a comprehensive research plan, employing surveys, interviews, heat mapping, competitor analysis, and customer service logs** to map out user pain points on the existing website.

Microsoft's Nuance
Visual UX Design Intern
May'23 - August'23

- **Led Primary User Research** based on Telemetry trend analysis patterns of **Copilot (AI Assistance) features** in Dynamics 365 Customer Service within a **6-week timeframe. Developed a detailed research strategy** and recruited users for conducting a study of the user experience, analyzing findings, and presenting actionable insights to stakeholders.
- **Synthesized research insights to expand the product scope within 2 weeks.** Proposed several new features for Copilot's utilization in the Dynamics tool to various Team leaders and PMs, contributing to user efficiency and feature accessibility
- Led the UX design process and stakeholder meetings and for **improving features of two enterprise tools, delivering an end-to-end solution tailored for enterprise users within an 8-week timeframe.** Presented hi-fidelity mockups to Product Managers and Developers, adhering to accessibility and inclusive guidelines for enterprise tools.
- Re-developed and implemented a comprehensive set of atoms and molecules design elements to enhance the **design systems for Dynamics Customer Service.**

Street Lab, KMDI
Research Assistant
Oct'22 - Ongoing

- **Research and Accessibility Lead | Severe Weather Risk Communication for Visually Impaired Project** - Lead the Severe Weather Risk Communication project, focusing on enhancing accessibility for visually impaired individuals. Conducted **heuristic analyses on diverse weather, map, and assistive technologies across various modalities.** Facilitated user workshops and interviews, and mentored a team of 5 students to develop a minimal viable prototype.
- **Co-Lead | Accessible Data Science in Medical Research Project** - **Co-led a project focused on accessibility in data science for medical research.** Formulated comprehensive interview protocols and surveys for data scientists and medical researchers. Managed documentation of ethics approvals from multiple boards to ensure project compliance.
- **Research Contributor | AODA Implementation Assessment** - **Facilitating the development of research plan and outcomes** of a multi-year project to **assess the implementation of the Accessibility** for Ontarians with Disabilities Act within post-secondary education, ahead of the legislation's review in 2025.

Archohm Consults
Strategic Designer
April'21 - August'22

- **Led User Research and Development** of the firm's first UX app - Life Through Design. **Facilitated re-development** of the app's system design **within 4 weeks** to enhance the user experience by working on insights from data analytics from user testing. **Conducted user research, contextual inquiries, competitive benchmarking, and gap assessment** for various public domain projects.

Education

Master of Information User Experience Design
University of Toronto - Expected May'24

Led design conferences, and MISC council' 23 as **President. iSchool Program Ambassador** for Faculty of Information and Researcher at Knowledge Media Institute for Design.

Bachelor of Design Environmental Design and Systems
CEPT University - April'21

Awarded **Best Capstone Project Award at University Level** and **GICEA Gold Medal** for Thesis: Encoding Innovation in Interior Systems. Program Ambassador for Faculty of Design. Academic Secretary for Council'21.

Volunteer

MISC, iSchool, UofT
President
Sept'22 - Ongoing

Responsible for overseeing all aspects of the Masters of Information Council, **leading its strategy and goals.** Served as the **Co-director of iConference 2023**, leading the MISC Executive team in the facilitation of research and **development working groups that focus on accessibility, diversity, and inclusivity.** Guiding and mentoring students from different departments at the University of Toronto.

Skills

Design Tools: Figma, Sketch, Adobe Illustrator, Adobe XD, Photoshop, Invision, Webflow, After Effects, Framer, Power BI, Jira, Microsoft Office 365

Design Skills: Journey Mapping, Design Systems, Information architecture, Personas, Wireframing, Rapid Prototyping, Human Interface Guidelines, Wireframing, User Flows

Research Skills: User Research, Usability Testing, Persona Development, Heuristic Evaluations, A/B Testing, Diary Study, Data Visualization, Ethnographic Study