

Five years of agency experience in a startup-like environment; specializing in React Native-based product design, UX research, and accessible UI systems for mobile, desktop, and wearable tech.

📁 Experience



UI/UX & Senior Product Designer, Mindsea Development

Halifax, NS | May 2014-Dec. 2016 & Apr. 2021-May 2023 (4 years, 10 months)

- Leading the product design of a health tech app from MVP to v1.8, while scaling the design to support a total membership of ~80,000 users.
- Designing 100's of technical UX documents and UI wireframes for marketing & development teams, leading to a 4.9/5 star rating over 1000+ reviews.
- Facilitating ~18 usability testing sessions, analyzing research interview data, and documenting insights to reduce support ticket times by ~66%.
- Reviewing Figma component states, and front-end React Native UI across Android/iOS to meet WCAG AA quality assurance standards.
- Documenting and teaching design standards, app store guidelines, and internal sales processes to 4 junior-intermediate team members.



Digital, Web & Marketing Designer, Freelance/Contracts

Atlantic Canada | May 2017-Aug. 2019 (2 years, 3 months)

- Partnering with Lululemon Halifax to design a limited-edition custom yoga mat and t-shirt for an in-store event and product giveaway.
- Travelling across 3 provinces to interview ~10 festival organizers and non-profit organizations on behalf of Atlantic Lottery Corporation.
- Prototyping 3 bootstrap-based web apps with team of 6 Dalhousie University research students, in-house developers, and hardware/firmware engineers.
- Designing sales/marketing collateral that meet Québec bilingual standards.
- Managing a 12-week social media campaign with a \$5,000 ad budget.



Product Specialist, Apple Retail

Halifax, NS | Sep. 2012-May 2014 (1 year, 9 months)

- Launching new products with 80+ colleagues to 100,000+ customers.
- Supporting 100's of customer journeys, matching needs to product benefits.
- Teaching dozens of live technical workshops for 8-10 student participants.

🎓 Education



Diploma, Business Admin.

Nova Scotia Community College
2018-2021



Advanced Diploma, Graphic
Design & Web Development

Centre for Arts and Technology
2012-2014

📜 Certificates

Software Product Management

Coursera, University of Alberta | 2017

Building iOS Applications

Coursera, University of Toronto | 2016

Project Management
Practices & Principles

Coursera, UCI | 2015

💼 Professional Skills

Fluent

- UX Research
- Wireframing
- Prototyping
- Visual Design
- Usability Testing
- Analytical Reporting
- Presentations & Decks
- Responsive Design
- Lean Design, Agile Scrum, Sprint Planning
- iOS Human Interface Guidelines & Material Design Standards

Familiar

- UI Design Systems
- Service Design
- WCAG Accessibility
- French (Canadian)

💻 Software Apps.

Fluent

- Figma & FigJam
- Sketch & InVision
- Slack, Zoom & Trello
- Git & Github
- Adobe Illustrator & Photoshop
- Microsoft 365 & Google Workplace

Familiar

- HTML, CSS, JS
- React, React Native
- Bootstrap & Tailwind
- Amplitude, Mixpanel & Google Analytics
- Android Studio & Apple Xcode IDE