

EDUCATION

University of Waterloo

April 2021 | GPA: 3.3/4.0

Honours Bachelor's of Global Business and Digital Arts

EXPERIENCE

UX/UI Designer

Perspect Analytics

Jun 2021 - Current

Remote

- Leading the design of intelligentMRO by identifying UX issues, proposing design changes, conducting usability tests, and co-developing alongside Engineering.
- Created the product's design system for Developers/Designers to refer to.
- Working with PM and Engineering to implement proposed design changes within the allocated time and done efficiently.

Graphic Designer

Lay-Up

Sep 2019 - Aug 2020 (1yr)

Toronto, ON

- Responsible for company brand re-design working with design agency, Quiet as Kept.
- Created multiple marketing pieces for Lay-Up's first Virtual Summer Camp (Jumpstart's only funded project during COVID-19). Designed two annual summer reports for donors, partners, and board members.
- Worked with Nike, MackHouse, and the Serge Ibaka Foundation on promotional projects.
- My designs helped Lay-Up reach a 20% follower growth on all digital platforms.

UX Design Intern

vivovii

May 2018 - Aug 2018 (4m)

Toronto, ON

- Led the research, design, prototyping, testing, and development of vivovii's new website aimed to improve user experience.
- Redesigned their consulting frameworks, which were later used for client proposals involving Quadreal, Masco, and Lifelabs.
- Worked alongside developers, senior consultants, and executives to deliver design implementations on time, with specific technical requirements.
- Lastly, I launched the new website rerouting the A Record, and taught the WordPress CMS for non-technical personnel to edit the website.

ACCOLADES

Map The Systems 2020

7th Place

Jan 2020 - Apr 2020

Researched and designed a detailed overview of the homeless landscape focusing on the LGBTQ+ community

Essential UX Portfolios

Top 50

2019

Featured in Kyrillo Samaan's top 50 [UX portfolios showcase](#), with designers from over the globe.

SKILLS

Figma, Sketch, Adobe XD,
Photoshop, Illustrator,
Premiere, After Effects,
Jira, & Confluence.

Data Visualization, Information
Architecture, User Research,
Quantitative Research, Design Systems,
Wireframing, UI, UX, Prototyping,
Product Design, & Visual Design.

HTML/CSS, Javascript, Bootstrap
CSS Flexbox, JQuery, Processing,
Google Analytics, Excel, & Wordpress.