

## EXPERIENCE

### Marketing & Design Intern

Sept 2018 - Dec 2018

#### University of Waterloo Food Services

- Redesigned existing website UIs to reduce abandonment rate, better adapt to mobile screens, and improve overall experience.
  - Contributed in end-to-end UX design from inception, discovery, ideation, research, to production and testing.
  - Collaborated with PMs, stakeholders, web engineers to translate requirements and process flows into scalable solutions.
  - Conducted user research to identify design opportunities, drove improvement of core web functionality by fixing broken links, reducing unnecessary clicks, and reorganizing layouts and navigation.
- Researched and designed new products, menu boards, marketing tools to promote initiatives such as improving sales, recycling, and healthy eating.

### Business Analyst Intern

Sept 2017 - Dec 2017

#### Scotiabank

- Assisted PMs and devs with task management and UAT testing using JIRA to meet key deadlines throughout the product development life cycle.

## PROJECTS

### Captain Plants, case study, ui/ux design

Sept 2019 - Dec 2019

Using competitive positioning strategy to identify a market for a new lifestyle gardening app.

- Worked collaboratively in a team of students to conduct research, analysis, opportunity validation, and marketing strategies.
  - Solo designer, translated our findings into interface prototypes.
  - Led user research and persona creation to improve the alignment of our strategy to our users' needs.

### UberHOME, case study, ui/ux design

July 2019

Hypothetical IKEA partnership for Uber to increase ridership, driver partners, and competitiveness in the rideshare industry.

- Worked collaboratively in a team of students to conduct market and user research, analysis, and create effective design solutions.

### StudHUB, product design project

Sept 2017 - Dec 2017

An educational app designed to help parents teach their kids the importance of spending, credit, and saving money.

- Worked collaboratively in a team of two to conduct market and user research, analysis, and create effective design solutions.

## EDUCATION

### University of Waterloo

2021

#### B.MATH. Math & Business Admin.

- Business strategy & opportunity assessment
- Market research & product design
- Marketing
- Statistical analysis
- Technical writing, interpersonal communication, psychology

## CERTIFICATION

### User Interface Design

2021

California Institute of the Arts

### User Experience Design

2021

California Institute of the Arts

## SKILLS

### Toolkit

Figma	Proficient
Adobe Suite	Proficient
Office Suite	Proficient
HTML/CSS	Working Knowledge

### Language

English	Native
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### Design

#### User Research

- Interviews & surveys
- Market/trend research & analysis
- Affinity mapping
- Persona creation
- Journey maps

#### User Interface

- Low-fi, high-fi design
- Wireframing & prototyping
- Interaction design