
RELEVANT EXPERIENCE

June 2018
Present
New York

User Experience Designer, IBM

The CIO Design team works on improving the experiences of tools and services for IBMers

- **UX Design** » Work with internal development teams to improve their applications by leading persona research, wireframe & prototype designs, and workshops

Aug 2016
June 2018
New York

User Experience Designer, IBM Watson & Cloud Platform

The Journey System team work on improving the experiences of the user and employee by designing, aligning, and optimizing IBM's operations to better support customer journeys

- **Primary Research** » Conducted user interviews, surveys and other research methodologies on IBM's Cloud platform and products
- **Service Design** » Defined customer base and design developer experience maps/service blueprint through research to build knowledge, consensus across stakeholders, and actionable insights to increase user's satisfaction
- **User Retention** » Collaborated with product teams to define milestones and deliver nurture messages that measurably increase user retention rates

Sept - Dec
2014
Waterloo

Design Insights Associate, BlackBerry

The Insights Team is responsible for usability, field and trends research

- **Usability Testing** » Advised stakeholders on improvements to mobile user experience through usability testing, competitive analysis, and secondary research
- **Primary Research** » Led a primary research study with external users to benchmark competitive user experiences of camera phones
- **Prototyping** » Prototyped several concept input devices to analyze ergonomic and usability performance
- **Hardware Calibration** » Assisted software and hardware engineers to test and calibrate BlackBerry Classic's trackpad, which led to a significant increase in beta satisfaction scores

Jan - Apr
2014
Toronto

UX Designer, Arup

MassMotion Team works on pedestrian simulation and crowd analysis tool that gives information on crowding, usage patterns and occupant safety in a facility

- **UI Design** » Designed the user interface for MassMotion using QSS and Qt Designer
- **Icon Design** » Created custom icons and re-factored icon library
- **UX Design** » Integrated the user experience workflow of an exterior plug-in into the new MassMotion tool

EDUCATION

Jan 2011
Apr 2016
Waterloo

Bachelor of Arts, Honours, Co-op

Honours Psychology, Cognitive & Computer Science Minor
University of Waterloo, Waterloo, ON Canada