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# **Experience**

**Klue** (Competitive Intelligence Startup)
Ul Designer

October 2021 - May 2023

- > Shipped 25+ B2B product feature releases and updates by designing and prototyping interfaces and behaviors
- > Independently established the design direction of a \$1M+ AI-funded solution in collaboration with PMs
- ▶ Improved design/developer pairing productivity by 30% by revamping design specifications and processes
- > Streamlined component + token implementation by 75% as part of a volunteer design systems committee
- D Collaborated with 5+ designers, providing and soliciting feedback to iterate on design solutions and processes

## Nova Ray Consulting & Studio

August 2023 - Present

Product Designer

- Provided design services for a Canadian tech startup developing a texting web platform for healthcare providers
- Prototyped and documented 20+ user flows in 3 weeks using hi-fi mockups to facilitate smooth developer handoff
- Promoted design consistency and scalability across 30+ screens by auditing + normalizing Figma components
- Description Ensured timely project delivery by participating in stakeholder meetings to gather and incorporate feedback

#### Samsung Electronics Canada Inc.

May 2019 - December 2019

Junior UX Researcher

- D Informed major decisions for 10+ SaaS products by facilitating user interviews to incorporate user feedback
- Presented user test findings to 10+ key stakeholders to validate and challenge design assumptions
- > Increased website traffic by 15% on SamsungKnox.com by assessing user trends to improve content findability
- > Improved customer satisfaction by 20% through the development of UX documents to guide design efforts

### **LEGO Storybricks** (Academic UI/UX Design Project)

March 2019 - April 2019

- Description Collaborated with a team of 6 designers to propose a tablet app that fosters long-distance parent-child bonding
- Decreased testable prototypes within 25 hours by engaging in design sprints to rapidly iterate product concepts
- Description > Conducted 10+ user interviews and 3 surveys to understand how to encourage remote play using Lego's brand

### Education

## **Simon Fraser University**

September 2015 - June 2021

School of Interactive Arts and Technology (SIAT) - Bachelor of Science, Design Concentration

## **Skills**

DESIGN & RESEARCH - Responsive Design, Accessibility Standards, Design Systems, User Personas, User Journey Mapping, Wireframing, Prototyping, User Research Methods, Usability Testing, User Surveys, Design Documentation

TECHNICAL - Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects), Sketch, Material Design, InVision, Miro, HTML, CSS, JavaScript, Java, Git, Tableau, Google Analytics