

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER @ HASHMATRIX

Contract Part-time | Toronto, Ontario | APR 2023 - Present

- Achieved a **40-80%** increase in accessibility scores through centralized design components.
- Streamlined the design-to-development process, reducing project turnover by **+37%** through ownership of team coordination and insight sharing.
- Created prototypes and marketing campaigns that secured over **\$250k** in funding by showcasing product potential to investors.

PRODUCT DESIGNER @ AUTOMOTIVE FINANCE CORPORATION

Permanent Full-time | Toronto, Ontario | APR 2022 - Present

- Led strategic design solutions within multiple divisions. Delivered an **+80%** surge in user satisfaction, reduced average session time by **4.5 minutes**, and ensured **AA A11Y compliance**. Leveraged data-driven design decisions to enhance user engagement for a user base surpassing **50,000 MAU**.
- Partnered with Research, Product Management, and Engineering teams, improving team productivity by **+20%**.
- Visualized solutions through design thinking, empathy maps, and information architecture diagrams.
- Facilitated user testing sessions, gathered feedback, and summarized it into actionable insights, boosting business partner buy-in and stakeholder clarity.

UI/UX DESIGNER @ APOLLO

Contract Part-time | London, Ontario | JAN 2021 - SEP 2023

- Led the design of a responsive education application within a fully remote, cross-functional team, demonstrating collaboration across diverse stakeholders.
- Established a robust design system, incorporating user research and iterative design processes.
- Partnered with project stakeholders to establish design objectives and timelines, introducing new design guidelines. This initiative resulted in cost savings and improved task efficiency while achieving positive user ratings during testing.

DESIGN CONSULTANT @ SELF

London, Ontario, CA | SEP 2018 - Jan 2024

- Collaborated with **12 diverse clients** across multiple industries, implementing user-centric design strategies that drove a **+60%** increase in user engagement and a **+30%** boost in brand visibility.
- Cultivated enduring client partnerships, driving revenue growth and efficiency gains through streamlined design-to-development processes, significantly reducing project delays and clarity errors.
- Led design overhauls, improving user satisfaction and increasing adoption rates.
- Crafted UX strategies integrating user research and iterative testing, ensuring cohesive designs that boosted user engagement and met client business goals.

SUMMARY

Product designer with over five years of experience empowering users and businesses through inclusive, user-centered design. I consistently deliver designs that enhance accessibility, user engagement, and satisfaction. Partnering with Research, Product Management, and Engineering, I provide impactful solutions based on customer insights and business requirements. Skilled in high-fidelity designs, wireframes, and prototypes, I merge business and user needs in B2B, B2C, and SaaS industries. I embody a growth mindset and value respect, integrity, and accountability in all my work.

SKILL SET

SOFTWARE

Figma, Sketch, Photoshop, Illustrator, UserTesting, Google Forms, Google Analytics, Lucid, Miro, Azure

TECHNICAL SKILLS

User Experience Design, User Interface Design, Visual Design, Interaction Design, Motion Design, Accessible Design, Branding, Design systems, Wireframing, Prototyping, User Research, Design Thinking, Usability Testing, Information Architecture, Cross Team Collaboration, Presentation

EDUCATION

ELVTR INTRO TO AI PRODUCT DESIGN

MAR 2024 - APR 2024

DESIGNERSHIP CERTIFICATIONS

APR 2023 - AUG 2023

COURSERA UX CERTIFICATIONS

MAR 2021 - DEC 2021

FANSHAWE COLLEGE

SEP 2017 - APR 2020

Bachelor's in Design
4.0 GPA, Dean's List, Honour Role