

EXPERIENCE

Sr. UX Designer | AI & Product Experiences | Monks

04/2023 - Present

- Led UX for an AI-powered conversational search system that transformed complex brand guidelines into structured, contextual guidance — innovating on modern interaction patterns to improve the findability and comprehension of brand content for one of the worlds largest beverage companies (NDA).
- Envisioned multimodal, AI-powered learning, decision-making, and task automation tools for a FAANG company; articulating concept value and rationale directly to stakeholders — resulting in additional investment across multiple engagements (NDA).
- Guided the early product vision of an AI-powered audio creation tool for small businesses, translating strategic direction and technical requirements into experience flows and interaction frameworks designed to simplify music creation for non-technical users (NDA).
- Identified AI-driven optimization opportunities for the marketing department of a national fast-food brand, collaborating with strategists and engineers to map goals, workflows, and pain points — synthesizing insights into actionable process and product recommendations.
- Led UX for Burger King’s ‘BK Village,’ transforming a creative vision into an interactive mobile experience; partnering with creatives, engineers, and product managers to craft intuitive user flows, navigation, and interactions. Awarded the FWA’s “Site of the Day” in Jan 2025.
- Led UX for a multi screen, large display experience, collaborating with senior strategists to facilitate client workshops, translate insights into user journeys, information architecture and designs optimized for accessibility; resulting in a client request to expand the experience to an additional location in 2025.

UX Designer | BIMM | Audi Digital

08/2021 - 04/2023

- Designed Audi’s “Electricity Hub”; working closely with Copywriters, Content Authors and Marketeers to create — with a keen focus on information architecture — five pages on the .com and .ca sites; successfully launching in the spring of 2022 and revamping in the spring of 2023.
- Advised project leadership on CMS development; combining an understanding of content modelling and design systems to create frameworks integral to the first client implementation in July 2023
- Planned and conducted an unmoderated usability test with 20 participants, synthesizing patterns through affinity mapping and sharing findings that influenced product direction.
- Redesigned Audi’s ‘Locator’ app, applying usability test insights and UX best practices to improve comprehension and efficiency, contributing to a notable drop in user abandonment at launch.
- Proposed design team “Ted Talks”, blending research with personal insight to deliver the first session on articulating design decisions — sparking positive feedback and inspiring follow-up presentations.
- Contributed to dozens of design reviews, providing clear, candid, and goal-oriented feedback — honing my ability to communicate design decisions effectively in a collaborative setting.

Web Designer | Small Business Websites | Freelance 09/2020 - 01/2023

- Designed and built websites for small businesses using Figma and Webflow, helping owners move from unclear goals to live, functional sites that supported day-to-day business needs.
- Interviewed small business owners to understand goals, constraints, and priorities, translating insights into branding, content, and design strategy.
- Wrote and refined web copy to align with brand goals, earning approval and publication on live sites.
- Designed logo options as part of a visual refresh, then gathered qualitative feedback through surveys to guide the client’s final selection.

UX/UI Designer | CGI 10/2019 - 03/2020

- Owned design deliverables for an internal tool, creating wireframes, user flows and prototypes – driving iterations toward a successful 2020 launch.

KNOWLEDGE

HONOURS

U Sports,
Academic All-Canadian

2014, 2017, 2018

Recognized for obtaining a cumulative GPA above 80% while actively contributing on a varsity team.

University of Guelph Football,
Captains Award Winner

2018

Recognized as the graduating player who best exemplified qualities of leadership and commitment throughout the course of their career.

EDUCATION

B.A. with Distinction,
Honours Psychology

University of Guelph

2018

Design Thinking
for Innovation

University of Virginia

2021

UX Research at Scale

University of Michigan

2021

AI for Creative Work

University of Michigan

2025

Prompt Engineering

Vanderbilt University

2025

Agentic AI and AI
agents for Leaders

Vanderbilt University

2025

TOOLS

Figma

Chat GPT

Gemini

Webflow

Notebook LM

Asana

Confluence

Jira

Google Suite

Cursor