

EXPERIENCE

Happy Hour Services Inc. AKA PilotLead Graphic Designer01/01/2023 - 10/01/2025

1988 Wylie St Vancouver BC, CA, V5Y0N4

I lead a cross-functional team where I:

- Design branded graphics, marketing materials, and layouts for use on digital platforms.
- Use data to validate design impact, for example, increasing user activation by 45%.
- Led the full rebrand and design system development from concept to implementation.
- Designed the "Quick Start" AI feature, contributing to \$300K+ raised from investors.
- Conducted A/B testing that improved feature conversion rates by 30%.
- Facilitated weekly design sprints to maintain consistency and creative quality.
- Mentored and project managed two junior designers, fostering growth and alignment.

Bloks FKA Nook CalendarGraphic Designer01/01/2022 - 08/15/2022

26 rue Bellevue, Cantley, QC, CA, J8V3B4

- Audited and redesigned mobile and web interfaces, enhancing user conversion through an animation-driven onboarding flow.
- Maintained and expanded a robust design system, ensuring visual consistency and accessibility across platforms.
- Created branded graphics, motion assets, and a marketing video that helped the product earn Product of the Day on ProductHunt.
- Designed two responsive websites using Webflow, maintaining a cohesive visual identity across marketing and product touchpoints.

Xesto FitGraphic Interface Designer01/07/2021 - 01/01/2022

100 College St, Toronto, ON, CA, M5G1L5

- Pitched custom designed UI for Swiss watchmakers Audimars Piget, using Figma and animations crafted using Adobe CC.
- Conducted research into enhancing accessibility, and shipped a fully redesigned product experience with with haptic feedback, animations, and sound cues.
- Designed the Xesto.io website, ensuring WCAG accessibility compliance.

University Health Network (UHN) OpenlabDesign Intern01/10/2018 - 17/12/2018

489 College St, Suite 400, Toronto, ON, CA, M6G1A5

- Collaborated with researchers exploring VR therapy for seniors with dementia.
- Designed a participant & caregiver webpage based on physician and patient insights.
- Created illustrations and video assets for patients and caregivers.

Freelance Client WorkUI Designer01/08/2018 - 01/01/2023

Managed projects and clients through the design process, end-to-end, including:

- Design Research (Mood Board, Materials Map, & Competitive Landscape Map)
- Design Brief Document (Problem Statement User Flows and User Journey Maps)
- Ideation & Delivery (Lean Mock-Ups, Final concept sketch and Product Pitch)

TOOLBOX

Skills	Methods	Software
Design Thinking	Design Sprints	Figma, Adobe XD
Prototyping	User Interviews	Webflow, Linear,
Layouts, Branding	Surveys and Personas	Adobe Suite, AfterEffects
Design systems/libraries	Workshops	Photoshop, Illustrator

EDUCATION

Bachelor of Design	UX Design Certificate	Exchange Program
Industrial Design major at OCAD University 2016- 2020	Brainstation Spring 2021	National Institute of Design (Ahmedabad)