

Experience

Visual Experience Designer

Econo Building Maintenance | Dec 2022 - Current

- Redesigning company website for a more modern look and improved usability using UXD principles
- Designing digital & print material for a more cohesive brand identity

Freelance Designer

Freelance | Sept 2018 - Current

- Completed web design, illustrations, & graphic design for a diverse set of clients

Designer & Social Media Manager

Sheridan IXDA Marketing | Oct 2020 - April 2021

- Designed branded social media assets for club events
- Managed social media posts on multiple platforms
- Copywriter for events & posts to promote student engagement

Project Manager - Virtual Internship Program

Sheridan College - Innovation Accelerator | June - Aug 2020

- Led a team of 5 to research, ideate, prototype, & pitch solutions for nonprofit Food for Life on how best to support individuals needing access to food support programs during Covid using design thinking strategies and UX research techniques
- Identified individual group member's strengths to assign tasks
- Communicated with and presented to section facilitators and main Food for Life stakeholder
- Planned and scheduled group meetings and project milestones to ensure progress
- Standardized, edited, and compiled activities and documents into cohesive reports and presentations

Usability Consultant

Skill Squirrel | Sept - Dec 2019

- Worked in a team of 4 to plan, write, and conduct usability tests for startup Skill Squirrel
- Analyzed quantitative & qualitative research to propose solutions to improve website's UX

Education

Honours Bachelor of Interaction Design

Sheridan College | April 2022

Skills

User research
Usability testing
UX/UI design
Visual design
Wireframing
Prototyping

Tools

XD/Figma
Illustrator
InDesign
PhotoShop
HTML/CSS
Microsoft Suite

Certifications

TCPS 2 Core Certificate

Ethical conduct for research involving human participants

Hackathons

Hack for Good - 2nd Place

geekspeak Commerce | Mar 2022

Hackville - RBC Runner-up

Sheridan Hackademics | Feb 2021

Hack the NU - Winner

NUVO Network | Oct 2020