

### SKILLS

Design Research  
Design Strategy  
Interaction Design  
Wireframing  
User Personas  
Task Flows  
Rapid Prototyping  
Information Architecture  
Usability Testing  
User Interviews  
Card Sorting Tasks  
Heuristic Evaluation  
Content Analysis  
Competitive Analysis  
Experience Maps  
User Scenarios  
Sketching & Storytelling  
HTML/CSS

### SOFTWARE

Adobe XD  
Figma  
Sketch  
Photoshop  
Illustrator  
Webflow

### AWARDS

**Team Player Award**  
Canada Drives, 2021

### ASK ME ABOUT

Photography  
My experience living in Japan

### EXPERIENCE

#### Lead UX/UI Designer - Canada Drives

February 2021 - Present

- Collaborated with the product team to define user stories, prioritize features based on business goals and ensured that the designs align with the company strategy
- Owned all stages of the design process from concept through launch, including: research, wireframing, prototyping, user testing
- Conducted research through user interviews, usability testing, and competitive analysis to better understand user needs
- Provided guidance, direction and mentorship to other designers
- Worked with developers to ensure the final product adhered to designs
- Implemented a comprehensive design system in Figma

#### UX/UI Designer - Freelance

October 2020 - April 2021

- Developed design systems for clients
- Designed websites from start to finish, incorporating client feedback and user-centered design principles
- Conducted user testing to gather feedback and insights for improvements
- Collaborated closely with developers to ensure effective implementation of designs and resolve any issues
- Offered solutions to complex design problems using research and analysis, and provided mockups and prototypes for clients

#### Lead UX Designer - Evolve X

April 2020 - October 2020

- Created delightful user experiences and interfaces using Figma to create business solutions for a variety of different clients
- Acted as a liaison between clients and the design team to effectively communicate information about projects from one side to the other
- Led a team of designers to create a responsive e-commerce website for a high-end luxury company based in Puerto Rico

### EDUCATION

#### RED Academy - User Experience Design

June 2016 - September 2016

#### Langara College - Photography

January 2012 - April 2014