

Experience

Mobii Systems — Product Designer

Feb 2022 - Ongoing

Spearheaded design on a suite of SAAS products for broadcasting and sport performance, driving significant business development with a 50% increase in client acquisition and establishing partnerships with key industry players such as Major League Rugby (MLR), Canadian Elite Basketball League (CEBL) and LIV Golf

Led design efforts, analyzing qualitative and quantitative data to solve user-centric problems while developing 'Revu', a program for match officiation and medical assessment during live sporting events. Resulted in 200% faster decisions made in live matches.

Managed product designs to deliver MVPs aligned with future iterations, resulting in a 33% quarterly growth in features and individual roadmaps for each product.

Directed design efforts in collaboration with the marketing and PR team for trade shows, advertisements, and expos. This ensured cohesive brand representation, leading to a 35% increase in brand recognition and customer engagement at events.

Ticket Pros — UX/UI Designer

June 2022 - February 2023

Lead Design on a user-friendly stadium builder and website, offering data-driven seat-finding solutions for any event. Leveraging this approach, the platform achieved a 70% reduction in seat-search time, resulting in a 45% increase in ticket sales

Led the end to end design for their customer facing ticketing platform while vouching for accessibility in responsive design. Also conducted UX research, journey mapping and wireframed design from low fidelity to high fidelity with business centric values, resulting in a 75% reduction of pain points

Owned design strategy for Ticket Pro's event accreditation; aimed at centralizing the control for venue personal to get approval and identity cards with access to different zones. Partnered cross-functionally to scope and prototype an admin dashboard

Education

UofT — UX Design Certificate

Ongoing

Heriot-Watt University — MSc Project Management

January 2020 - July 2021

Certification

Google — Professional UX Design Certificate

IBM — Design Co-Creator

Webflow — Experts Certification

Principles

Interaction Design, Visual Design, Design Systems, Prototyping, Human Interface, Presentation Design, Product Thinking, User Research, Information Architecture

Toolbox

Figma, Protopie, Adobe Creative Suite, Jira, Confluence, HTML/CSS, Webflow, Spline 3D