

## UX/UI Designer

UX/UI Designer with 10+ years in visual design and 3 years specializing in user-centered product design. Skilled in user research, prototyping, and usability testing to drive intuitive, accessible experiences throughout the development lifecycle. Currently leading design for an enterprise-level SaaS product in the BC public health sector, translating complex user and stakeholder needs into solutions that improve usability and adoption province-wide. Eager to bring these skills to new challenges across industries.

## WORK EXPERIENCE

### UX/UI Designer | PHSA

FEB 2023 - Current, BURNABY, BC

Primary UX/UI designer for OHS Resource Centre, a web portal enabling Joint Occupational Health & Safety (JOHS) committees of the BC healthcare providers to conduct, record and monitor committee performance of their JOHSC duties across the 2000+ committees of Health Authorities of BC.

- Maintained over 200+ wire-frames by evolving low-fidelity prototypes from preceding design cycles by reassessing the current problem space and creating new stakeholder needs.
- Designed and executed over 50 usability tests and translated the findings into actionable design iterations.
- Delivered production-ready mock-ups for development team to implement with design systems library for visual cohesion across the product.
- Supported QA with unit and regression testing to ensure alignment with design intent.

### Contract Playtester | EA Games

NOV 2022 (2 weeks), BURNABY, BC

- Delivered 20+ pages of feedback reports and surveys over the course of the play-test, discussing game UX/UI, play-ability, and difficulty.
- Meticulously completed and analyzed an in-development build of an AAA title for user experience, usability, and play-ability.
- Participated semi-moderated play testing in closed studio to evaluate ease of access, play-ability, difficulty.

### Graphics Designer | Torque Strategies

AUG 2021 - JUN 2022, VANCOUVER, BC, BC

- Worked collaboratively with world class clients and created exciting new branding and visual guidelines for events and promotions.
- Created event marketing creatives; socials, print, video, motion graphics, and sales deck.
- Assisted the company directors in internal branding development.

## PROJECTS & CASE STUDIES

### PetRespond | UX/UI Designer

AUG 2022

Design project that connects pet owners with getting professional care services while providing first aid guidance in order to improve resuscitation outcomes.

### Scotiabank Industry Collaboration | UX/UI Designer

AUG 2022

A 24 hours UX Design sprint; enhanced existing Advice+ app with new features to improve and manage advisor engagement experience for their clients.

## TECHNICAL SKILLS

- Figma
- Adobe Creative Suite
  - Photoshop
  - Illustrator
  - Indesign
- HTML5
- CSS3
- Javascript

## UX-CENTRIC SKILLS

- User Research
- Competitive Analysis
- Persona Creation
- Experience Mapping
- User Stories
- Task/User Flow
- Prototype Development
- Usability Testing

## COMPLEMENTARY EXPERIENCE

- Print & Packaging Design
- Photography & Videography
- 3D Modeling & Animation

## EDUCATION

### BrainStation Diploma in UX Design

2022, Vancouver, BC.

### Simon Fraser University BSc. Faculty of Arts & Technology

2008 - 2013, Burnaby, BC.