

SUMMARY

Experienced product designer with a background in fintech, health care, public sectors, etc., delivering inclusive design solutions. Skilled in solving complex problems, applying design systems, and creating measurable business impact.

EXPERIENCE

Product Designer | Freelance

Toronto, Dec 2019 – Present

- Discovered an Intuit **AI-assisted** login recovery solutions and validated design direction through rapid concept testing, aimed to reduce drop-offs and \$17M/year in care cost.
- Refactored 32 core screens of a **start-up** travel app, boosting trip-sharing features adoption by 5% and improving group collaboration flow.
- Created cross-platform UI for mobile and desktop, incorporating user testing feedback, performance constraints, and modular component reuse.

UX Designer | Nurun

Toronto, May 2022 - Oct 2024

- Led the full redesign of **Ontario Lottery & Gaming** corporate website, streamlining 3000+ pages by **25%**, improving usability and accessibility (WCAG 2.1 A/AA), and increasing retention by **5%**.
- Successfully designed and launched the **Pfizer Academy LMS (30+ pages)**, improving mobile learning engagement by 60%. Created responsive wireframes, interactive prototypes and developer-ready mockups.
- Proactively crafted a dual-path user experience for the **IXIARO microsite**, improving engagement by **40%** through mobile-first design and persistent CTAs.
- Contributed to design system governance by applying and evolving reusable components and interaction patterns across multiple web properties.
- Conducted UX audits, heuristic evaluations, and workshops with stakeholders across compliance, development, and design teams.

Product Designer | Wen & Co’s Accounting Firm

Toronto, Oct 2023 - Jan 2024

- Redesigned the firm’s website with improved content strategy and a consultation feature, leading to a 20% increase in client inquiries.
- Developed a mini design system and reuseable components to support long-term maintainability.

Financial Manager | ATB Financial/ BMO/ PC Financial

Calgary, Feb 2014 – Dec 2018

- Delivered investment, tax, and insurance solutions to 1,800+ clients, building domain expertise in financial products and workflows.

EDUCATION

Sheridan College

Sep 2021 – Apr 2022

Postgraduate Digital Product Design

University of Calgary

Sep 2009 – Apr 2012

B.A. in Economics

SKILLS

Systems Design
UX Research
UX Strategy
Usability Testing
Accessibility
Information Architecture

Figma
Adobe CC
InVision
Jira
WebFlow

Stakeholder management
Workshop facilitation
Agile
Scrum / KB
Jira