

I'm a UX Designer with a background in digital marketing, web strategy, and customer experience. I enjoy uncovering what users need, designing clear and intuitive flows, and building systems that make digital products easier to use and maintain. With experience across research, prototyping, content design, and web implementation, I approach every project with curiosity, attention to detail, and a focus on creating meaningful, user-centered experiences.

EXPERIENCE

Digital Marketing & Web Specialist | Freelance | May 2023 - Present

- Improved website usability, content structure, and conversion flows for clients by applying UX principles and testing different design approaches.
- Created reusable components and design patterns to make sites easier for clients to update and maintain long term.
- Used analytics to identify friction points in user journeys and recommend changes that increased engagement, clarity, and discoverability.
- Led discovery conversations to understand client goals, translate requirements into design solutions, and ensure projects supported both user needs and business outcomes.

Project Manager | The Channel Company | July 2022 - February 2023

- Collaborated with designers, content teams, and developers to deliver digital projects that required clear requirements, structured workflows, and consistent communication.
- Supported the rollout of Adobe Workfront by helping teams understand new workflows, creating process documentation, and training users.
- Explained technical concepts in straightforward language, enabling non-technical stakeholders to make informed decisions.
- Managed 20 plus concurrent projects, ensuring timelines, deliverables, and stakeholder expectations stayed aligned.

CMS Marketing Coordinator | The Channel Company | June 2021 - July 2022

- Maintained and optimized Drupal websites, improving page structure, usability, accessibility, and mobile responsiveness.
- Supported UX enhancements through content layout updates, refined navigation patterns, and improved SEO foundations.
- Partnered with writers, designers, and clients to create digital content and assets that aligned with user expectations and program goals.

EDUCATION	SKILLS
University of Victoria Bachelor of Arts Economics	UX: User Research, Wireframing, Prototyping, Usability Testing, Design Systems, Interaction Design, Responsive Design
Brainstation Diploma UX Design	Tools: Figma, Webflow, Drupal, GA4, Typeform, Hubspot, Salesforce, Slack, Teams, Zoom, Adobe Workfront, MS-Suite