

Hello! I am a **digital product designer** with an ambition to create something memorable - **that is intuitive, yet also evokes a feeling of “joy”**. Solving puzzles is what draws me to design, and I'm interested in creating impactful experiences by **combining user-centric thinking with business needs**.

WORK EXPERIENCE

UX Designer (Frostbite Game Engine) Electronic Arts (EA) | May 2021 - Apr 2024

Led the Frostbite Design System (FDS), conducted project management and cross product-team facilitation, and designed major features across multiple Frostbite editors (e.g. Procedural and UI).

- Overhauled defunct FDS documentation to a robust library that greatly improved design consistency, product trust, and the efficiency of onboarding designers and engineers to FDS.
- Grew FDS by introducing missing design guidelines, improving product cohesion, and promoting use of FDS across all Frostbite product teams and EA game studios.
- Designed for Procedural Generation and other Frostbite editor workflows. Projects involved end-to-end UX processes (i.e. user research, wireframing, testing, presenting to and getting stakeholder buy-in), project management, and reviews of holistic product impact.

UX/UI Designer Sprung Studios Ltd. | Mar 2019 - May 2021

Worked with major clients such as Activision and Amazon to design the UX/UI for Call of Duty: Vanguard, an unreleased arcade shooter, mobile storefronts, and web platforms.

- Worked on the UX of Loadout Sharing and Clans in Vanguard. Presented deliverables via wireflows weekly to the client, and designed entirely in Vanguard's design system.
- Designed UI concepts for Vanguard's in-game Store, Battle Pass, and Special Missions Select.
- Designed the end-to-end user experience for a computer Amazon arcade shooter, Pixelberry mobile storefront, and Pixelberry web novel development platform.

Junior UX Researcher & Designer LandSure Systems | Jan 2017 - May 2018

Performed user research and product design of an online portal for land-transfer processes.

- Conducted research of 50+ users through focus groups, site visits, and user interviews.
- Wireframed and prototyped the UX, UI, and interactions, of the myLTSA online platform.

EDUCATION

Interactive Arts & Technology (B.A) Simon Fraser University | May 2014 - Dec 2018