

EDUCATION

Rotman School of Management, Toronto, Ontario

MBA Candidate, 2026, GPA: 3.48

- **President of the Business Design Club:** Led a 10-member executive team and managing a \$50K+ budget to deliver workshops, events, and programs that shape the business design experience for 120+ MBA students
- **Business Design Fellow, Bond Brand Loyalty & Rotman Business Design Initiative:** Chosen as 1 of 5 fellows to lead a year-long human-centered design consulting engagement with Bond Brand Loyalty on the future of e-commerce
- **2025 CIBC Product Growth Case Competition:** *1st Place out of 15 teams*. Led solution design and prototyping for CIBC Ambition+ developing a habit-building financial tool to help young Canadians build confidence, control, and consistency
- **2025 Rotman Design Challenge:** *3rd place out of 90 teams across Canada and the U.S.* Designed an insight-driven digital solution to creatively address emotional engagement gaps in the insurance customer journey for Intact Insurance
- **2025 Koru Ecosystem Hackathon:** *2nd place out of 24 teams across Canada*. Led the UX research and design for an AI backed application, Teachers Diary, that transforms manual teacher observations into a simple, conversational workflow
- **2024 McGill Retail Innovation Challenge:** *3rd place out of 86 teams across Canada*. Developed an innovative and data-driven business plan to scale Microcommerce LIB's operations across Quebec and improve the CX of their product

BrainStation, Toronto, Ontario

User Experience Design Diploma, 2023

University of Waterloo, Waterloo, Ontario

Bachelor of Accounting and Finance, 2022

PROFESSIONAL EXPERIENCE

Ontario Lottery & Gaming Corporation (OLG), North York, Ontario

Government agency overseeing lottery, gaming, and betting entertainment across Ontario

Customer Insights MBA Intern (Customer Experience and Strategy), 2025

- Synthesized data from diverse sources such as Voice of the Customer (VOC), Google Trends, and social listening tools to craft executive summaries and analysis briefs that informed product strategies and CX enhancements
- Contributed to strategic decision-making by conducting ad-hoc data analysis, validating enterprise-level KPIs, and preparing insights presentations for cross-functional stakeholders across Retail, Promotions, and Digital Strategy
- Streamlined research processes by maintaining project trackers, coordinating feedback loops, and supporting continuous improvement through post-project reviews and process documentation
- Conducted predictive analysis on monthly Lotto Trends Survey data to identify future drivers of lottery sales, enabling data-informed strategic decision-making around player engagement, marketing, and product development

Kliu Design, Mississauga, Ontario

An UI/UX and brand identity consulting service that creates impactful digital experiences and resonant brand strategies

Freelance UI/UX Designer and Brand Identity Designer, 2023-Current

- Redesigned an e-commerce platform for Coach Chippy that increased merchandise conversion rates by 20%
- Conducted market research, competitor and internal brand analysis to create effective brand strategies; 10% increase in monthly sales and average increase of 15% in monthly social media engagement for clients
- Led brand identity redesigns for Augmentifai and FWPT, elevating their visuals and brand positioning to align with target audiences and support scalable growth

EVAMAX Group, Oakville, Ontario

Assisted 1,000+ tech-driven, growth-oriented companies annually to access a pool of \$6 billion in government funding

Senior Innovation Funding Analyst, 2021-2024

- Led a team of 3 analysts and partnered with technical stakeholders to secure \$55M+ in grant funding, achieving a 96% approval rate and 94% client retention through operational excellence and relationship management
- Redesigned the operations process by revising strategies and improving the usability of tools and procedures; 20% increase in efficiency which lead to a 35% increase in capacity and increased revenues by \$220k during peak month
- Conducted market research and competitor analysis and presented recommendations to executive team to assist in developing a business and sales strategy for U.S market expansion; acquisition of first few major U.S. Clients

ADDITIONAL INTERESTS AND ACHIEVEMENTS

- Music producer and recording artist; worked with numerous artists and musicians, over 30,000 streams on Spotify
- Muay Thai practitioner for 8+ years, with coaching experience. Once travelled to Costa Rica for a fight camp