

Experience

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| Growth Marketing & Product Design Retellio Toronto June 2025 - Present | <ul style="list-style-type: none">Launched ad campaigns for niche user groups across LinkedIn, search, and newsletters, driving a 5x increase in SQLsDesigned, developed, and A/B tested landing pages with website copy in React and Tailwind CSS for 5+ marketing campaigns, optimizing conversion rates through data-driven iterationsBuilt and managed a database of 50+ B2B marketing influencers; secured partnerships with 8+, leading to brand exposure on a 1M+ subscriber podcast and co-created content with industry voices |
| Product Operations & Growth Lead Alma Care Toronto Feb 2025 - June 2025 | <ul style="list-style-type: none">Built an Airtable dashboard to track KPIs across the funnel, automating reporting and replacing manual Excel workflowsConsolidated 5+ recruitment tools into one centralized, automated pipeline using Airtable, adding step-by-step automations and launching targeted ads to attract 2.5x more applicants and reduce screening time by 23%Scaled digital growth by launching new campaigns and A/B tested ads, reducing CPL by 48% and growing IG to 8.5K+ |
| Product & Design Lead Hungry Goose Milton July 2024 - Jan 2025 | <ul style="list-style-type: none">Led end-to-end operations for the launch of a new café generating \$7K+ in revenue within its first month of openingNegotiated with 10+ vendors to establish partnerships, streamline supply chains, and procure equipmentDesigned and launched an interactive website using Webflow and Figma, increasing café outreach, contributing to a 20% month-over-month growth in traffic |
| Product Design Intern Dialogue Montreal Jan 2023 - Sept 2023 | <ul style="list-style-type: none">Collaborated cross-functionally with product managers and engineers to design new features on the Dialogue mobile application offering health and wellness services used by 50K+ global corporate organizationsImproved the app's accessibility through iterative design based on user-feedback from 15+ organizationsEnriched Dialogue's content library by designing new interactive self-help workflows and mental health programs to improve member engagement which boosted revenue from subscriptions by 12%Restructured design documentation and improved information discovery which reduced designer onboarding time by 25% |
| Investment Analyst Intern Iterative VC Singapore June 2022 - Sept 2022 | <ul style="list-style-type: none">Designed a comprehensive customer relationship management (CRM) system to help consolidate and analyze key performance indicators (product-market fit, revenue growth, and traction) for 150+ early-stage startups across AsiaLed due diligence efforts for 60+ startups, encompassing market research, requirement gathering, and competitive analysis, to identify high-potential companies for Iterative's \$500K investments |
| Product Design Intern WSIB Ontario Waterloo Sept 2021 - Dec 2021 | <ul style="list-style-type: none">Built a design system for web and mobile devices with 25+ reusable components, including typography, colour, layout, and grids ensuring WCAG accessibility compliance and consistency across user experiencesRedesigned the WSIB website's navigation and visual hierarchy to reduce the clicks needed to complete an insurance claim by 70%, significantly enhancing the user experience for 5M+ active users |

Leadership

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| Design Project VeinGuard Waterloo Sept 2023 - April 2024 | <ul style="list-style-type: none">Led a team of four to develop a stenosis monitoring device, guiding the project from concept to a fully functional prototypeConducted interviews with 18+ stakeholders including nephrology and dialysis professionals for prototype design decisionsPitched the project at the Velocity AgeTech challenge winning \$5K in grant funding out of 30+ competitors |
| Startup Founder Reccs Toronto May 2023 - Sept 2023 | <ul style="list-style-type: none">Designed a web app using computer vision to help beginner dancers learn choreographies through personalized feedbackInterviewed 25+ users including dance instructors and beginner dancers to identify pain points and design the MVPDesigned and developed interactive webpage using Figma, HTML/CSS creating a waitlist of 50+ interested users |

Education

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| University of Waterloo 2019-2024 | Bachelor of Applied Science, Biomedical Engineering Courses: Interface Design, User-Centred Design Methods, Biomedical Design, Digital Systems, Human Factors in Design |
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Skills

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| Design | Design System, Prototyping, UI/UX Design, Information Architecture, Journey Mapping, Wire-framing, Branding, Illustration, CAD |
| Tools | Figma, Sketch, Illustrator, Adobe XD, Photoshop, Premiere Pro, After Effects, Webflow, Whimsical, HTML/CSS, Javascript, SolidWorks |