

Skills

Design

UX/UI design, Product Design, SaaS Design, System Design, Interaction Design, Responsive Design, User Research, Information Architecture, Usability testing, HTML, CSS, Prototyping.

Tools

Adobe Creative Apps, Web Flow, WordPress, Shopify, Framer, Spline, HTML/CSS, GA4, Hotjar, Meta Ads.

Interpersonal

Resilience and Achievement Orientation, Goal-oriented, Problem-solving and Critical Thinking, Collaboration and Communication, organized, Active listener, Collaborative,

Education

Emily Carr University of Art + Design | Visual Art | Graduated 05/2023

Continuing Education

Microsoft - Data Visualization and Reporting with Generative AI

Udemy - Webflow Essential

Google - UX Design Professional Certificate

Certification

Ethical Conduct for Research Involving Humans (TCPS 2)

Adobe Certified Professional

Experience

User Interface Designer - Scam AI (AI-driven fraud detection SaaS)

VANCOUVER, BC | JAN 2026 - PRESENT

- Designed **AI detection dashboards** by structuring complex data visualization and information architecture.
- Utilized Claude AI to **rapidly ideate** and **update design structures**.
- Architected custom logic**-building interfaces that allow users to manage automated fraud detection rules.
- Apply high-contrast, low-noise UI principles to support rapid information scanning and reduce cognitive load for B2B users.
- Collaborated with engineering teams to define and document **design-to-code systems**.

Product Designer - Bigtent Outdoors (B2C, B2B E-commerce)

VANCOUVER, BC | SEPTEMBER 2023 - JAN 2026

- Spearheaded a full rebrand and mobile-first redesign **Shopify** platforms
- Diagnosed and resolved **front-end issues**.
- Designed and managed **automated operational flows** and **custom logic**.
- Leveraged **GA4** and **Hotjar** to boost conversion rate.
- Transformed a unified platform into **B2B** and **B2C**
- Conducted strategic A/B testing** on high-traffic landing pages
- Designed a D2C** interface that simplified tax/customs processes
- Managed and **optimized paid campaigns** through Meta Ads.
- Revamped **email marketing flows** and layouts.
- Drove a **29% lift in conversion rate**, 400% surge in social engagement, and 229% growth in business partnerships in under a year

UX/UI Designer - Our Health (AI-Powered Clinic SaaS)

TORONTO (REMOTE), ON | JANUARY 2025 - OCT 2025

- Led UX/UI design for a real-time **medical interpretation platform** selected as a **CodeLaunch Canada 2025 finalist**.
- Designed UI for PHIPA-compliant video calls, supporting AI captions, visit summaries, and action notes for LEP and Deaf users.
- Developed interpreter **dashboard** features for operational transparency.
- Collaborated with hospitals** (SickKids, McMaster, CHEO) to integrate accessible, multilingual healthcare resources.

UX/UI Designer - Ruda Design Studio (Design Agency)

TORONTO (REMOTE), ON | DECEMBER 2022 - SEPTEMBER 2023

- Designed and launched high-converting e-commerce and marketing sites using **Shopify**, **Webflow**, and **WordPress**
- Identified and resolved minor **front-end bugs** (HTML/CSS) to streamline the handoff process
- Produced comprehensive UX documentation, including **information architecture**, **user flows**, **wireframes**, and interactive **prototypes**
- Contributed to the creation and maintenance of internal **component libraries**
- Conducted Responsive **QA & Optimization**