

Skills

Design

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

Tools

Adobe Creative Apps, Web Flow, WordPress, Shopify, Framer, Spline, GA4, Hotjar, Claude AI & Design, 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

- Synthesized complex forensic data into intuitive AI-driven **dashboards**.
- Utilized Claude AI & Design to **update design structures and manage grunt works**
- **Architected custom logic**-building interfaces that allow users to manage automated fraud detection rules.
- Conducted regular **design QA** with engineering.
- 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
- 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 PHIPA-compliant interfaces for **video calls**, **AI captions**, and **clinical visit summaries**.
- Contributed the **entire product lifecycle** from initial discovery to final developer hand-off.
- Executed **usability testing** and **surveys with actual patients**.
- **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**
- Conducted Responsive **QA & Optimization**