

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

Certifications & Training

Ethical Conduct for Research Involving Humans (TCPS 2)

Adobe Certified Professional

Microsoft - Data Visualization and Reporting with Generative AI

Udemy - Webflow Essential

Volunteer

Veitvibe - Vietnamese Community | UX/UI Designer | June 2025 - Dec 2025

BsideU - IT Professional Community | Founder/ Product Designer | Jan 2025 - Present

Work History

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

VANCOUVER , BC | NOV 2025 - APR 2026

- Designed **AI detection dashboards** with simplified result visualization, enhancing data readability for non-technical users.
- Architected **role-based dashboard** interfaces for engineering teams and security teams to deliver targeted information architecture.
- Integrated AI** into Figma workflows, automating repetitive tasks to accelerate UI prototyping and production speed.
- Launched **forged document detection** features for real estate/banking clients, improving client retention and product trust.
- Collaborated with ML teams** to implement AI-native design patterns, securing high user trust through transparent confidence signals.
- Conducted **routine product QA** with engineers to resolve UI bugs and optimize production service quality.

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

VANCOUVER , BC | SEPTEMBER 2023 - JAN 2026

- Designed and optimized end-to-end **B2B/B2C** platforms based on **GA4** data, achieving a **29% increase in conversion rates**.
- Resolved **front-end bugs** using **HTML, CSS, and Liquid** to minimize friction and drop-off rates.
- Designed and engineered **customized features** and **user flows** from ideation to launch.
- Built a modular, Shopify-aligned **design system** with the dev team, cutting front-end production and update times.
- Conducted **product QA** and **handed off** technical issues via Markdown to streamline developer workflows and reduce production errors.
- Managed end-to-end **marketing initiatives** for over 40 brands, driving a **400% surge in social engagement**.
- Conducted **A/B testing, Usability testing, and surveys** to analyze behavior and expand target audience reach.

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

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

- Delivered **WCAG-compliant** design across **healthcare, AI, and tech** projects to ensure maximum accessibility for diverse user demographics.
- Designed accessible, intuitive **dashboards** for an **AI-powered clinical workflow SaaS**, making complex clinical processes easy for patients to understand.
- Executed **user research** and **usability testing** with doctors and patients to identify friction points and validate core features before development.
- Designed **PHIPA-compliant** explainable **AI outputs** tailored to patients with diverse medical conditions and language needs.
- Built interfaces that **integrate** with hospital **EMR/EMS systems** to minimize data friction and optimize clinical workflows.
- Collaborated with hospitals** (SickKids, McMaster, CHEO) to secure strict accessibility.
- Designed native **iOS** IT community **apps** utilizing Apple’s Human Interface Guidelines.
- Built customized client websites using **Webflow, WordPress, and Framer**.