

Selected Work.

These snapshots show the quality of execution more than tell the full story. Happy to provide context around goals, metrics or outcomes. Let's chat.

[nmbr]



Nmbr

Nmbr is a Canadian payroll infrastructure provider supporting SaaS companies through APIs and embedded fintech solutions.



Website

The brand identity underpinning the Nmbr site was created to establish a cohesive foundation for all projects, including presentations, client-facing prototypes, and components.









Humi

Humi is an all-in-one Canadian HR platform that provides small to medium-sized businesses with HR, Payroll, and Benefits solutions.



Folders

The Folders feature was designed to give users a central place to store and link important HR documents, transforming a previously fragmented experience.

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Documents	Training files	Employee uploads	Folder	-	Jan 5, 2025
raining	▶ Company Documents	Task files	Folder	-	Jan 5, 2025
Surveys		Training files	Folder	-	Jan 5, 2025
Performance		Offer Letters	Template	Signed	Jan 5, 2025
Reporting		Employee Agreement	Template	Signed	Jan 5, 2025
Benefits		Safety Guide	Acknowledgement	Read	Jan 5, 2025
Company		Handbook	Acknowledgement	Read	Jan 5, 2025
Settings		Vacation Policy	Acknowledgement	Read	Jan 5, 2025
Add-ons		Sick Days	Acknowledgement	Read	Jan 5, 2025
pport & More ^		Suppliers	Acknowledgement	Read	Jan 5, 2025

Universe



Universe

Universe.com is a two-way marketplace for event planners and attendees.

Universe

Dashboard Redesign

The Universe dashboard was redesigned to introduce strong visuals that highlight key metrics and to upgrade outdated elements for clearer communication.



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Noom

Noom is a weight loss app that provides access to a health coach and a personalized weight loss plan.



Log Later

UX research found that users who logged every meal had higher success, while churn rose with missed entries. This concept lets users easily delay logging (like during business dinners) and complete it later at their convenience.









FORMAT

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Format

Format.com is a self-serve web builder with tools crafted for professional photographers.

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Design Editor Redesign

A transformative redesign of the core editing experience incorporated key user insights to guide users toward trial KPIs, boosting conversion rates. This included modernizing the outdated UI.









Clear Changes

Save Changes





Let's chat.

This website highlights the visuals but the real depth is in the leadership, strategy, and collaborative wins behind each project. You can find more about my experience on LinkedIn. Thank you.