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Experience

Marketing Associate

NIC Systems Inc.

March 2024 - Present

- Created a new logo and cohesive style guide for NIC Systems. to establish a consistent brand identity across digital and print assets.
- Designed static and animated graphic assets for LinkedIn, driving audience engagement and enhancing brand visibility.
- Redesigned the company website using Figma and WordPress to improve information accessibility, simplify navigation, and ensure accessible design.
- Collaborated with cross-functional teams to gather feedback and iterate on designs, ensuring alignment with user needs and business objectives.

Lead Designer

Rent Panda

Dec 2021 - Apr 2023

- Led UX and visual design strategy for Rent Panda's brand, ensuring consistency across consumer-facing platforms and internal tools by developing comprehensive brand guidelines.
- Directed creative production, including illustrations, animations, and event booth designs, elevating brand visibility and engagement.
- Collaborated with cross-functional teams, including marketing and product development, to deliver user-focused design solutions aligned with business goals.
- Led Rent Panda's homepage redesign, integrating feedback from landlords and cross-functional teams to enhance usability and accessibility, resulting in a 33% increase in average website traffic (as of March 2023).

Freelance Visual Designer

Self-Employed

July 2019 - March 2024

- Clients: Hatago Travel, Quickstyle Industries, Limitless Devs, Red Automotive, Auphan Software, NICerp, Technologies For Learning Group, Rent Panda, Faiczak Food and Fitness, and more.
- Created visually compelling branding materials, including logos, style guides, and marketing collateral, ensuring cohesive brand identities for diverse clients.
- Collaborated closely with clients to understand business goals and translate them into impactful design solutions that balanced aesthetics with functionality.
- Updated and designed WCAG-compliant e-learning resources, transforming written content into visually engaging and accessible formats.
- Designed responsive and accessible websites using Figma and WordPress for clients across various industries.

UX Designer

ZetoTec

May 2018 - Aug 2018

- Redesigned the mobile app prototype and website to improve user experience and maintain a cohesive brand identity.
- Created promotional materials, including flyers, presentation slide decks for the Velocity Fund S18 \$25,000 pitch, and posters to promote the mobile app and brand.



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Education

Bachelor of Global Business and Digital Arts

University of Waterloo

Sept 2015 – Apr 2019

- Global Business and Digital Arts (GBDA) is Canada's first undergraduate program to combine creativity, technology, and business in one unique degree.
- Graduated with Distinction - Dean's Honours List, given to an individual with a cumulative overall average of 85% or higher.
- Courses: GBDA 103 - User Experience Design, GBDA 304 - Marketing in the Digital World, GBDA 402 - Capstone Course: Cross-Cultural Digital Business.

Exchange Program, School of Creative Media

City University of Hong Kong

Sept 2018 – Dec 2018

- Participated in the University of Waterloo's international exchange programs, which enable students to study abroad, learn a new language, develop skills, make new connections, and expand their worldview.
- Courses: Courses: Fundamentals of Advertisement, Web Animation, and Understanding Animation.

Project Experience

TRACK

GBDA 402 – Capstone Course

Jan 2019 - April 2019

- This project was initiated by the University of Waterloo in partnership with Scotiabank FactoryU. Worked with a team of five and created a financial goal-setting solution that teaches and encourages young Canadians to be financially independent.
- Contributed as a UX Designer, conducting user research to understand the target demographic, and designed high-fidelity mock-ups as well as the prototype with team members

Blind Contour Project

Expressions 39 at
Kitchener Waterloo Art Gallery

Feb 2014 - Mar 2014

- Participated in Expressions 39 at the Kitchener Waterloo Art Gallery as part of the photography class, showcasing the blind contour project. This project involved expressing who I am and what shapes me through the use of images and shapes
- Utilized Adobe Illustrator and Photoshop to create the blind contour

Skills

Research, Adobe Creative Cloud, Figma, UX/UI Design, Branding, Social Media, Digital Design, Print Design, Adobe XD, Affinity Designer, Adobe After Effects, Adobe Premiere Pro, Webflow, Miro, MailChimp, WordPress, Microsoft Office, HTML & CSS, Problem Solving, Time-management, Collaboration, Curiosity, Adaptability, Wireframing, Critical Thinking, Prototyping, Teamwork, Empathy, Usability Testing, Interaction Design, Accessible Design, Creativity