



Experience

Marketing Associate

NIC Systems Inc.

March 2024 - Present

- Led the creation of the logo, website, and style guide for the launch of NIC Systems, establishing a unified visual identity across digital platforms.
- Created static and animated graphic assets for LinkedIn, driving audience engagement and enhancing brand visibility.
- Designed the company website and its affiliated brands to improve usability, simplify navigation, and ensure accessibility across devices in compliance with WCAG 2.1 guidelines.
- Analyzed Google Analytics reports on user traffic and average session duration to support content strategy decisions.

Visual Designer

Minkudesign

July 2019 – Present

- Clients: Hatago Travel, Quickstyle Industries, Limitless Devs, Red Automotive, Auphan Software, NICerp, Technologies For Learning Group, Faiczak Food and Fitness, VoiceGift, and more.
- Created visually compelling branding materials, including logos, style guides, and marketing collateral, ensuring cohesive brand identities for diverse clients.
- Liaised with client-selected print vendors to hand off production-ready files and confirm brand accuracy in final output.
- 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.

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.
- Designed paid campaign assets that achieved a 0.76% click-through rate, exceeding our target benchmarks for ad engagement.

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.



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.
- Relevant Coursework: 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.
- Relevant Coursework: COM2401 - Fundamentals of Advertising, SM2278 - Web Animation, SM2228 - 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

Infographics

Trusted Clothes

May 2017 - Aug 2017

- Volunteered to design infographics to raise awareness about the existing social issues around the world and promote ethical, sustainable, and healthy fashion.
- Created infographics using Adobe Illustrator and Photoshop

Skills

Figma, Adobe Creative Cloud (Photoshop, Illustrator, XD, After Effects, Premiere Pro, Lightroom), Affinity Designer, Webflow, WordPress, Miro, Mailchimp, HTML/CSS (Basic), Design Systems, WCAG, Wireframing & Prototyping, Interaction Design, Information Architecture, Usability Testing, User Flows, Branding & Visual Identity, Motion Graphics, Iconography, Infographics, Print Collateral, Presentation Design, Promotional Assets, Cross-functional Collaboration, Creative Problem-Solving, Strong Communication, Adaptability, Empathy, Curiosity, Time Management, Self-Directed, Detail-Oriented, Approachable