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## SKILLS

- Strong understanding of UX/UI fundamentals
- User-centered design thinking
- Rapid/Iterative prototyping
- User testing/research
- Cross-platform integration
- Data visualization and dashboard creation
- High proficiency in Adobe, Sketch, Figma
- User flows and journey maps
- Creative illustration and storyboarding
- Wire-framing at various fidelities
- Proposal creation and presentations
- Excellent communication skills with ability to efficiently articulate ideas and processes

## TOOLS

Adobe Creative Suite  
Xd, Ps, Ai



Figma



JavaScript



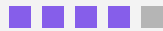
HTML5 / CSS



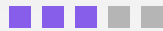
Adobe Premiere



Microsoft Office Suite  
Word, Excel, PowerPoint



AutoCAD



## AWARDS

### University of Waterloo

*UW President's Scholarship*

### Story-Camp Hackathon

*First place winner*

- Created a social movement called #CommUNITY with a business plan, style guide, and design system
- Presented the final product in-front of a panel of judges and 100 participants

## HOBBIES

### Art and Music

- I'm a self-taught artist and musician; I've been playing the drums and drawing/painting since I was 4
- I taught myself music production, music theory, and multiple instruments including, guitar and piano

### Fitness

- I have been kick-boxing for many years, I'm also passionate about cycling and weight lifting

## EXPERIENCE

### GiftABox / Lead UX Designer

JORDAN FEB 2022 - JAN 2023

- Redesigned the Build-Your-Own-Box experience from the ground up increasing user engagement by 67% and sales using BYOB by 53%
- Conducted 20+ interviews, surveys, and usability tests identifying various issues and pain points users faced throughout the process
- Iterated 4 variations of low-fidelity wire-frames for each solution and improved them through multiple rounds of testing and feedback
- Built a high-fidelity interactive prototype on AdobeXD for testing
- Applied a user-centered design process implementing user needs and preferences to the final redesign
- Led weekly meetings/updates with the CEO for insight and feedback

### NeonNine Design / Lead Designer

CANADA JAN 2021 - OCT 2021

- Designed 40+ custom automotive vinyl wraps for high-profile clients
- Iterated 3 custom 2D/3D mock-ups for each client and made revisions according to their feedback to match their specific preferences/vision
- Led pitch meetings alongside a team of designers for both new and existing clients, to gain insight and understanding of their wants/needs
- Developed a user-friendly registration tool to simplify on-boarding for new clients, increase efficiency, and enhance customer experience
- Conducted 30+ client surveys and researched materials/blueprints
- Produced concepts, templates, and style guides for various projects

## PROJECTS

### Alpaca Smart System

An all-in-one home monitoring system that tracks energy, water, and heat usage

- Collaborated with a team of designers to build, prototype, and test the smart system from the ground up using the UX design process

### Pluto Mental Health Application

A daily prompted journaling experience that helps build meaningful self-reflection habits

- Worked with a design team to design and develop the app utilizing iterative feedback from usability testing, and interviews

### Car-go User Flow

Makes it possible to transfer large personal items locally in a convenient, and secure, manner

- A personal project where I designed the user flow for the on-boarding process of a concept application called Car-go

### Voice Memos App Update

Improved the Voice Memos App by designing two new features that make the app more user friendly

- Developed two features: a labeling feature that makes finding and filtering memos easier and a transcribe feature that turns audio into text in real time using AI.

## EDUCATION

### University of Waterloo

*Bachelor of Global Business and Digital Arts*

SEP 2017 - 2021 • Graduated with Honors (Distinction)

### Modern Montessori School

*International Baccalaureate Diploma*

JUN 2017 • Higher Level Fine Arts (Distinction)