

I am a UX Designer & Strategist bridging the gap between business strategies and customer experience.

Good design can fill requirements but great design provides value to the business and customer. I solve problems through creative, strategic and impactful experiences while answering the question of why we do something and how we do it.

My multidisciplinary background and belief in building to test has allowed for shipping precision crafted experiences while advocating for business goals and customer needs.

Work Experience

Sept 2017 - Present

User Experience Specialist

British Columbia Lottery Corporation (BCLC)

- Lead design, research and participated in shipping high impact web projects
- Experience in a cross functional team practicing agile & scrum methodologies
- Conduct research, testing, analysis, user journeys and define measurement criteria
- Deliver design deliverables that communicate the solution through wireframes, diagrams, high fidelity mocks and interactive prototypes
- Participate in requirements gathering, stakeholder engagement, workshops and presentations

Accomplishments

- Simplified, restructured and re-designed the entire BCLC corporate site
- Revamped the experience of checking winning numbers for lottery players
- Optimized PlayNow registration flow and improved marketing-opt in rates
- Improve the structure and define a taxonomy for PlayNow products and site navigation

Jan 2018 - Apr 2018

Teaching Assistant

Simon Fraser University (SFU)

- Support instructor in leading two weekly studio lab sessions
- Emphasis on work critique, providing student feedback, lab workshops and project guidance
- Topics included visual representation of information in print and web, structure and context

May 2017 - Sep 2017

Design Intern

Dossier Creative (Railyard Labs)

- Create and execute on brand strategy, brand narrative and visual identity
- Designed and launched digital archive for knowledge sharing and alumni connections
- Railyard brings together business and design students to develop new brands and ideas

Education

B.A. in Interactive Arts + Technology
Minor in Business Administration

Simon Fraser University (SFU)

Tools

Omnigraffle
Draw.io
Axure
Invision

Sketch / Figma
Abstract
Adobe Suite
HTML/CSS/Javascript

*Software only acts as a tool that assists in creating great work. This list changes based on demand, industry trends and new software releases. There is never a reliance on a specific software or tool to produce great work.