

EXPERIENCE

Communications Specialist • Urban Racks

SEPT 2019 – JAN 2021

Surrey, BC

- Organized documentation and created collateral which resulted in the company being awarded a 5-year contract with TransLink BC.
- Constructed new product specification documents adhering to color utilization, branding, and content positioning guidelines.
- Demonstrated understanding of condition mapping, flow chart creation, information hierarchies, and interface responsiveness.

Event Coordinator • Cloverdale BIA

MAY 2018 – AUG 2018

Surrey, BC

- Organized information & documentation survey/interview data resulting in invaluable event feedback.
- Facilitated community engagement by orchestrating promotional social media campaigns.

Sandwich Artisan • Subway

SEPT 2016 – JAN 2017

Pitt Meadows, BC

- Demonstrated collaborative communication skills with team members, resulting in optimized work efficiency.

PROJECTS

Product Designer • Tangerine

JAN 2021 – MARCH 2021

Capstone

- Individually designed a prototype for an innovative donation app that tackles deficient donation habits in Canadian millennials under narrow timelines by employing proficient use of Figma.
- Developed an engaging and meaningful app experience by executing key human-centered design principles in a structured manner.

Content Designer & Facilitator • HelloFresh

FEBRUARY 2021

Sprint (remote)

- Designed an intuitive web app solution that improves the expediency of HelloFresh's recipe ideation process by facilitating a sprint using Figma and keeping team members on track in terms of adhering to the structural integrity of the design process.
- Articulated engaging and concise copy within the prototype and pitch slide deck, resulting in constructive project feedback from the HelloFresh team and an engaging product experience.

EDUCATION

User Experience Design Diploma

BrainStation

JAN 2021 – APRIL 2021 • (Remote)

Bachelors of Arts in Communication

Simon Fraser University (SFU)

SEPT 2015 – JUNE 2019 • Vancouver

COMPETENCIES

Design

- User Experience
- User Interface
- Branding
- UX Writing
- Prototyping
- User Research
- User Testing
- Wireframing
- Product Strategy
- Responsive Web Design

Tools

- Figma
- Sketch
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Principle
- InVision
- Google Docs, Sheets, Slides

INTERESTS

- Psychology
- Economics
- Blockchain
- Tech & Fintech
- Writing
- Reading