



I am an experienced digital product designer (UX/UI) specializing in complex web and mobile application design. Achieved a 20% increase in user satisfaction and a 25% increase in conversions by creating interactively tested, data-driven and user-centric designs. A passionate advocate of innovative design and future technologies, I want to leverage my skills to add monetized value to companies devoted to making a difference in the tech industry.

EXPERIENCE

PRODUCT DESIGNER

ACQUIRE APP | FEB 2022 - PRESENT

- Design promotional brand assets, daily core content and illustrations of service and experience concepts
- Work in an Agile environment to deliver merchant website and product UI/UX designs in collaboration with the Dev team
- Use HTML & CSS to build responsive mobile and desktop websites, and deliver pixel-perfect visual designs based on wireframes and specs

UI/UX DESIGNER & UX WRITER

ECO CANADA | OCT 2019 - APR 2022

- Increased website conversion by 30% through iterative web design, targeted interviews and extensive usability testing
- Generated a 25% increase in course registrations by developing user experience architecture, user flows, user stories, wireframes, and journey maps to better understand audience segments
- Collaborate with project managers to create and manage project plans and develop UI mockups and prototypes while adhering to specified project timeframes

MARKETING DESIGN LEAD

STYLELABS INC | OCT 2018 - OCT 2019

- Increased lead generation by 40% by improving the information architecture, content hierarchy and overall design of client websites
- Implemented qualitative and quantitative UX research techniques which enabled our team to predict user behaviour and create websites that more readily convert traffic to sales

CONTENT MARKETING SPECIALIST

MOUNT ROYAL UNIVERSITY | JAN 2018 - MAY 2018

- Analyzed and reported marketing data including: data trends, web traffic and audience engagement
- Designed style guides to ensure consistency in user experience across digital platforms

CERTIFICATIONS

GOOGLE UX DESIGN CERTIFICATE

Google
2020 -2022

UI/UX DESIGN SPECIALIZATION CERTIFICATE

California Art Institute
2018

DIGITAL MARKETING CERTIFICATE

Mount Royal University
2018 - 2019

SKILLS

PROGRAMS

Adobe Suite / Figma / Sketch / Principle / AWS Cloud / Atlassian

TECHNICAL SKILLS

Wireframing / Prototyping / Web Design / Product Design / Branding / HTML & CSS

SOFT SKILLS

Creativity / Communication / Attention to Detail / Empathy / Collaboration / Time Management

EDUCATION

MOUNT ROYAL UNIVERSITY
B. COMM PUBLIC RELATIONS
MARKETING MINOR
2014 - 2018