

About me

With a solid foundation in user-centred design and an eye for detail, I am committed to delivering intuitive and engaging products that meet user needs and business goals. I am constantly seeking new challenges and opportunities to grow and learn.

Education

Brainstation

Diploma in UX Design; Aug 2018
Product design

OCAD U

Bachelor of Design; May 2018
Graphic design

Experience

VTS / Intermediate product designer / 2021 - Present

- Conducted user research and usability testing to inform the design of VTS' content distribution process, resulting in an 80% decrease in user complaints about usability and time on task
- Maintained and updated the design system, which included conducting regular audits of UI components and design patterns, collaborating with designers and developers to identify areas for improvement, and implementing new design elements as needed
- Collaborated with CSMs to design and build a new tenant CRUD functionality for our internal users, including creating new table components and implementing accessibility best practices, resulting in a 71% decrease in time on task
- Collaborated with cross-functional teams to create Lane Perks (now deprecated), including wireframing, prototyping, and visual design, resulting in a 25% increase in app engagement and successful transactions

Lane / Product designer / 2018 - 2021

- Redesigned the onboarding flow for both web and mobile, resulting in an 18% decrease in drop-off rates
- Redesigned the user interface and information architecture of the user member profile, resulting in a 20% increase in user engagement and task completion
- Led the creation and maintenance of a comprehensive design system, which included establishing design guidelines, creating reusable UI components and design patterns, and collaborating with developers to implement the system. This resulted in an increase in design consistency and efficiency across the company's products
- Designed and launched a mobile access control feature by conducting research to identify key features and design requirements, created wireframes and prototypes, and collaborated with developers to ensure a seamless user experience. Positive feedback from users were received and there was also an increase in sales