

About

I'm a designer and consultant based in Toronto with a background in Human Computer Interaction and Life Sciences. I work on AI enabled tools, data platforms, and public facing services, helping organizations turn complex systems into clear, usable experiences.

Key Skills and Technical Toolkit

- **Product Design (Core Speciality):** End to end product design from discovery to delivery using Figma, FigJam, and Miro. Cross functional collaboration in agile teams. Co-design sessions, stakeholder workshops, and facilitation. Information architecture, interaction design, prototyping, and UX writing. Usability testing, accessibility audits, and WCAG compliance. Design system governance, documentation, and iterative design practices.
- **Analytics and Research:** Power BI (dashboard design, DAX, data modelling), Microsoft Fabric, SQL, Excel, and Metabase. Data informed design, KPI definition, benchmarking, and reporting. Qualitative and quantitative research including interviews, surveys, contextual inquiry, and synthesis.
- **AI and Experimentation:** Prototyping AI assisted workflows and user facing tools using ChatGPT, Codex, Claude, Gemini, and LLM powered interfaces. Prompt design and evaluation to support engagement, analytics, decision making, and internal productivity, with an emphasis on responsible use and privacy.
- **Development and Technical:** Frontend development with React, Next.js, and Vite, plus WordPress theming and CMS driven builds. Working knowledge of Python. Design to dev collaboration, implementation review, A/B testing and UI QA. Highly skilled in physical and digital fabrication and prototyping.

Work Experience

UX/UI Designer & React Developer

September 2025 - February 2026

Toronto, ON

Reviewer.ly • Contract Full-time

- Led the redesign and React migration of [Reviewer.ly](#)'s main product page, replacing a static WordPress site with a scalable React front end that clarified product positioning, improved demo discoverability, and increased click through rates by 143% while reducing user confusion for first time visitors.
- Defined information architecture and wrote scannable, role specific copy that reduced time to understanding for researchers and publishing teams and improved alignment between product pages and demos.
- Built a reusable UI component system that improved visual consistency and reduced design and development time as new product pages and features were added.

Product and Service Designer

September 2023 - April 2025

Toronto, ON

OCAD University • Contract Part-time

- Designed OCAD U's first administrative analytics system, consolidating 119+ fragmented reports into three self-service Power BI dashboards, enabling real-time decision-making for institutional leadership.
- Drove campus wide adoption by creating onboarding guides, technical documentation, and step by step walkthroughs for non-technical stakeholders, integrating dashboards directly into Microsoft Teams and accelerating cross unit usage.
- Recognized by the University President for cross-disciplinary leadership and public engagement, including faculty town halls and institutional change initiatives.
- Contributed to the redesign of the myOCADU student portal, modernizing navigation from nested SharePoint menus to a card based experience within the Ellucian Experience platform. Conducted 15+ stakeholder interviews and usability research with students, faculty, and staff, with internal surveys indicating a 120% increase in satisfaction among faculty and staff.
- Advocated for and co developed emerging AI and productivity tools as part of institutional service redesign efforts, helping teams rethink workflows, reduce manual processes, and explore responsible AI adoption in higher education.

Product Design Intern

June - August 2023

Brampton, ON

Altitude Accelerator • Internship

- Led UX audits and rebuilt the accelerator's WordPress platform end to end, translating insights from personas and journey maps into high fidelity Figma prototypes and a significantly improved founder experience.
- Reorganized site content and redesigned information architecture and navigation around founder needs, increasing engagement and conversion by ~40% and improving clarity across programs, resources, and calls to action.
- Co authored a founder spotlight published in Forbes and produced multimedia storytelling content, strengthening the accelerator's public narrative and visibility across digital platforms.

Education

OCAD University

2023 - 2025

Toronto, ON

Master of Design (M.Des) - Digital Futures & Human Computer Interaction : GPA 4.0

Graduate Thesis: *Story Forge: Transforming Books into Interactive Text-Adventure Games using Local Large Language Models* — Built a local-first AI storytelling engine with FastAPI, Python, and LLaMA2 (via Ollama), a React/Vite UI, YAML-based logic, and dual gameplay modes; conducted user testing, designed onboarding and narrative scaffolding, and fabricated a custom arcade cabinet for exhibition.

Estonian Academy of Arts

2024

Tallinn, Estonia

Design Residency - Sensorial Design

Exploring merging digital technologies and fabrication methods with analogue mediums.

McMaster University

2019 - 2023

Hamilton, ON

Honours Bachelor of Science (B.Sc Hon.) - Life Sciences and Physical Sciences : GPA 3.9

With a focus in Cognitive Psychology & Bioinformatics

Google UX Design Certificate

2022 - 2023

Experience in UX design fundamentals, including user-centered design, accessibility, equity-focused design, and design sprints. Credential ID: [NKDUUH9JNGJ2](#)