

## About

I'm a designer and consultant based in Toronto with a background in Human Computer Interaction and Life Sciences. I work across the full product design process, from research and strategy through to prototyping and implementation, with enough technical fluency to see ideas through to the final build. I'm highly motivated, detail-oriented, and analytical with a desire to explore, create, and collaborate.

### Core Skills

End-to-end product design including information architecture, interaction design, prototyping, UX writing, accessibility (WCAG), and design systems. Mixed-methods research, data-informed design, and dashboard reporting. Prototyping AI-assisted workflows with a focus on responsible use. Frontend development, design-to-dev collaboration, and A/B testing.

### Tools & Technologies

Figma · Figma Make · FigJam · Miro · Power BI · SQL · Excel · React · Next.js · Vite · WordPress · Python · ChatGPT · Claude · Gemini

## Work Experience

### UX/UI Designer & React Developer

September 2025 - February 2026

Toronto, ON

### Reviewer.ly · Contract Full-time

- Led end-to-end redesign and rebuild of the Reviewer.ly website, delivering the company's first cohesive web presence capable of clearly communicating its full product suite and platform value.
- Owned the full design-to-implementation process — from information architecture and visual design through to a custom WordPress theme built to my own design system standards and accessibility requirements.
- Developed a reusable component library that kept the site consistent and scalable as new pages were added, using agentic coding tools (Codex, Claude Code) to accelerate development without compromising quality.

### 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 dashboards — a 97% reduction in reporting complexity — giving institutional leadership a unified view of university data for the first time.
- Led a year-long end-to-end design process — interviewing all 15 target stakeholders across faculty and senior administration, translating complex institutional data needs into wireframes, and iterating through to a full build with significant autonomy.
- Secured 100% adoption among intended stakeholders including the University President and Board of Directors, earning the Student Employee Excellence Award for measurable impact on university-wide data operations.

### Product Design Intern

June - August 2023

Brampton, ON

### Altitude Accelerator · Internship

- Redesigned the accelerator's website to solve a core lead generation problem — visitors couldn't identify which services were relevant to them, resulting in an 18% increase in client leads after redesign.
- Diagnosed the drop-off problem through competitive audits and persona development, then pitched and designed a guided "setup wizard" that walked potential clients through the service suite to help them self-identify their needs.
- Developed Figma prototypes to support the leadership pitch, secured approval, and carried the project through to a successful development handoff and build.

## Education

### OCAD University | 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.

### Estonian Academy of Arts | Design Residency - Sensorial Design

Exploring merging digital technologies and fabrication methods with analogue mediums.

### McMaster University | 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 | Experience in UX design fundamentals, including user-centered design, accessibility, equity-focused design, and design sprints.