

Skills and Tools

- **Design:** User-Centered Design, Systems Thinking, Design Systems, Agile & Iterative Design, Mobile & Web Prototyping
- **Strategy:** Cross-Functional Teamwork (PMs, Engineers, Stakeholders), Data & AI-Driven UX, UX Research/Testing, Fintech
- **Tools:** Figma, Adobe XD, Miro, Jira, Notion, Bolt, v0, Google Analytics, Firebase, Photoshop, Illustrator, HTML/CSS, Canva

Experience

Tap-Smart — Product Designer

Dec 2024 - Present

- Designed and shipped core experiences for Tap-Smart's digital networking platform, including onboarding, profile creation, and contact management, helping drive a waitlist of over 15,000 users.
- Aligned product vision with founders and engineers, translating user research into actionable insights and MVP features.
- Built a scalable design system and refined key flows through continuous iteration and early adopter feedback.

TD Bank — Product Designer

Jan 2023 - Sep 2023

- Created and illustrated a 9-page storyboard with 13 validated concept features for TD's future borrowing experience, delivering a strategic framework that led to the formation of the Enterprise Experience team shaping TD's UX vision.
- Facilitated 16 workshops with domain leaders (savings, mobile, payments, wealth) to align UX strategy with business needs, trends, and future goals, helping to shape a unified enterprise vision.
- Defined 17 concept features for TD's 36-page Enterprise storyboard, transforming stakeholder insights into innovative banking solutions. Presented to product org, securing leadership buy-in and expanding the initiative with two new storyboards for small business owners and first-time homebuyers.

Liquor Control Board of Ontario (LCBO) — Product Designer

Jan 2022 - Apr 2022

- Designed a dynamic pricing app PoC for real-time electronic shelf updates across 4,000+ SKUs, improving operational workflows and enabling scalable pricing for the launch of LCBO's flagship store, the largest in Canada.
- Researched, designed, and validated a wine recommendation PoC, exceeding KPIs (60% adoption, 47% purchase intent).

Toronto Star — Product Manager

May 2021 - Aug 2021

- Spearheaded the mobile homepage redesign, A/B tested by 43,000 iOS/Android users, optimizing engagement.
- Led a 3-week product discovery sprint, resulting in a "How To" article platform that helped 1,000+ users in just 2 months.

SIRVA (Brookfield) — Product Designer

Jan 2020 - Apr 2020

- Modernized the UI/UX of a relocations planner, improving usability for 56,250+ global users and increasing satisfaction.
- Developed accessibility strategy (ARIA labels, tab order, and alt text) to meet WCAG 2.1 standards, enhancing inclusivity.
- Designed high-fidelity wireframes for a new onboarding process, adopted by American Express, Ford, and P&G.

Education

University of Waterloo — BAsC., Honours Systems Design Engineering

Sep 2019 - Jun 2024

- Graduated with Dean's Honours. Relevant Coursework: User-Centered Design Methods, Interface UX, Systems Design.
- Completed a 6-month international exchange program at TU Delft, Netherlands (Sep 2022 - Jan 2023).