

---

## Experience

### Product Design Intern

Super.com  
Sep – Dec 2024

Designed an onboarding earn-incentive experience, increasing redemptions by 7x, subscriptions by 3x, and engagement by 22.3%. Created hi-fi prototypes, ran usability tests, and analyzed funnel data to deliver scalable design solutions. Collaborated cross-functionally with stakeholders, external partners, and adjacent design teams.

### Product Designer

Freelance  
May 2023 – Present

Designed interfaces and illustrations for organizations like BC Children's Hospital, BC Psychosocial Rehabilitation, and Health Research BC. Collaborated with researchers and educators to craft seamless, accessible user experiences supporting healthcare and education initiatives for diverse audiences.

### Visual Designer

Postman Waffles  
Oct 2023 – May 2024

Enhanced brand identity with custom illustrations for print and digital. Designed and launched the brand's first Shopify website, streamlining café orders, e-commerce sales, and local B2B wholesale operations. Executed a new brand strategy, boosting Instagram audience reach by 84% and engagement by 33% within the first month.

### Product Designer

Tapestry Tool  
Sep 2020 – Aug 2024

Led data-driven UX/UI design for a collaborative learning tool. Refined the navigation experience with intuitive zoom interactions, achieving a System Usability Scale (SUS) score of 78.2/100. Conducted A/B testing and moderated task-based usability testing to analyze users' visual depth cues and navigational patterns.

### Product Designer

PolarUs App  
Sep 2020 – Aug 2023

Led end-to-end design of a bipolar disorder app, which improved Quality of Life by 10% for 150 participants within a 12-week clinical evaluation. Moderated monthly focus group interviews with individuals who live with bipolar disorder. Collaborated with clinical researchers to align app designs with data-driven research objectives.

### UX/UI Designer

TYDE  
Sep 2020 – Aug 2021

Designed a web-based career planning app for neurodivergent young adults, with 280+ students across British Columbia earning certificates of completion. Partnered with educators to optimize the information architecture of TYDE learning modules.

---

## Skills

### Design

Interaction Design, User Flows, Wireframing, Prototyping, Brand Identity, Illustration

### Research

A/B & Usability Testing, Focus Group Interviews, Data Coding, Competitive Analysis

### Tools

Figma, Adobe Creative Cloud, Qualtrics, UserTesting, Jira, Amplitude, Tableau, NVivo

---

## Education

### Bachelor of Media Studies (BMS)

University of British Columbia, Vancouver  
*Graduated with Distinction*