

## PROFESSIONAL EXPERIENCE

### Senior Product Designer

#### LOBLAW DIGITAL

Toronto, ON May 2017 – Present

- Championing user research, accessibility, design workshops, and product strategy. Owning the end to end user experience of multiple digital products and business
- Facilitated workshops with stakeholders. Adapting design sprint methods to define KPIs and craft clear hypotheses for testing and creating new designs.
- Leading and coaching a team of 6 designers, helping them upgraded their desired skill sets
- Created an adaptable agile design process for the team
- Designing a headless design system that will be business agnostic.

### Lead UX Educator

#### BRAINSTAION

Toronto, ON July 2017 – Present

- Teaching courses on cutting edge of design theory and best practices in UX
- Helping craft the content presented in the courses

### Mobility UX and Visual Design Lead

#### TELUS DIGITAL

Toronto, ON Feb 2015 – May 2017

- Responsible for crafting mobility product pages, leading design sprints to improve team quality & cross team collaboration
- Helped create TELUS' digital standards, Photoshop and Sketch UI starter kits to help onboarding new designers and external vendors

### Senior Web/ Motion Designer

#### GOCACTUS

Toronto, ON Apr 2014 – Feb 2015

Designed unique logos, E-mails, videos and various web projects for a varitey of clients.

### Web & Graphic Designer

#### FORESTERS FINANCIAL

Toronto, ON Apr 2009 – Apr 2014

Supported the US Marketing Division by designing product logos, E-mails, videos and various print projects.

## OBJECTIVE

To secure a Sr. Digital Product Designer position in a fast paced organization. Contributing to its success & growth.

## EDUCATION

### Graphic Design

GEORGE BROWN COLLEGE Graduated 2009

### Art Fundamental: Illustration

SHERIDAN COLLEGE Graduated 2006

## ACCOMPLISHMENTS

### Guest Speaker

#### ACCESSIBILITY CONFERENCE & A11Y CAMP TORONTO

Guelph & Toronto, ON 2015 – 2016

Spoke on behalf of TELUS Digital, about how accessibility how starts with design and is everyones responsibility.

### Dean's list

#### GEORGE BROWN COLLEGE

Toronto, ON 2006 – 2009

## TECHNICAL SKILLS

### Knowledge

Usability Testing  
Design Systems  
UI Design  
Inclusive Design  
Grid & Layout  
Typography  
WCAG Standards  
Agile Methodologies

### Specialties

Web Accessibility  
User Experience  
Information Architecture  
Customer Journeys  
Design Sprints  
Rapid Prototyping

### Computer Skills

Sketch3	●●●●●	MySQL	●●○○○
Zeplin	●●●●●	Handlebars	●●○○○
Principle	●●●●○	Adobe Photoshop	●●●●○
InVision	●●●●●	Adobe Illustrator	●●●●○
HTML	●●●●○	Adobe InDesign	●●●●○
Sass / CSS	●●●●○	Abode After Effects	●●●●○
PHP	●●●○○	Abode Premier	●●●○○

