

Objective

Secure a UX Director Designer position in a fast paced organization. Contributing to its success, growth and product strategy.

Professional experience

Lead UX Designer

H&M – Stockholm, Sweden

08.2018 – Present

Responsible for coaching & leading the checkout and platform teams. Establishing new ways to working with cross functional teams, using design sprints, Job to be done framework and outcome driven invitation. Implementing an adaptable agile design process for the team using Lean UX principles and story mapping.

Crafting a headless design system that works for all the 7 brands in the H&M group. Creating design principles, reusable components, patterns and consistent tools.

Senior Product Designer

Loblaw Digital – Toronto, Ontario, Canada

05.2017 – 08.2018

Championed user research, accessibility (WCAG AA), design workshops, and influence product strategy. Owning the end-to-end user experience of multiple digital products and business.

I facilitated workshops with stakeholders. Adapting design sprint methods to define KPIs and craft clear hypotheses for testing and creating new designs.

Created an adaptable agile design process for the team, using Lean UX and kanban.

Designed a headless design system that is business agnostic.

Lead UX Educator

BrainStation – Toronto, Ontario, Canada

07.2017 – 08.2018

Over a year of teaching courses on cutting edge of UX design theory and best practices to over 100 students. Help craft content presented in the courses and piloted the live online 10 week program.

Mobility UX/ UI Designer

TELUS – Toronto, Ontario, Canada

02.2015 – 05.2017

Focused on creating the mobility product page experience, lead design sprints to improve team quality & cross team collaboration.

Helped create TELUS' digital standards (Design system), Photoshop and Sketch UI starter kits to onboard new designers and external vendors.

Senior Web/ Motion Designer

GOCACTUS – Toronto, Ontario, Canada

04.2014 – 02.2015

Designed unique logos, emails, videos and various web projects for a variety of clients.

Web & Graphic Designer

FORESTERS FINANCIAL – Toronto, Ontario, Canada

06.2009 – 04.2014

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

Education

Graphic Design

George Brown College

Art Fundamental: Illustration

Sheridan College

Accomplishments

Guest speaker at A11Y Camp

Toronto, Canada

Spoke on behalf of TELUS Digital, about how accessibility how starts with design and is everyone's responsibility

Guest speaker at Accessibility Conference

Guelph, Canada

Spoke on behalf of TELUS Digital, about how accessibility how starts with design and is everyone's responsibility

Deans list George Brown College

Toronto, Canada

2006 - 2009

Technical skills

Knowledge

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

Specialties

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

Computer skills

Sketch3
Zeplin
Principle
MarvelApp & InVision
HTML & CSS / Sass