

about me

An experienced UX Designer - passionate about conscious, ethical and inclusive design and its positive impact on business transformation and user experience. With strong research and planning skills: knowing when research provides the right answers, experience conducting usability and QA testing, gathering and translating requirements and bridging to implementation. Able to prioritize tasks and support multiple projects effectively, from web & app design to complex warehouse software solutions. A background working alone and on teams, gained an array of knowledge including advanced technical skills, problem-solving, teamwork and leadership skills.

Currently working as a solo UX designer, responsible for all parts of the UX design process for one of the biggest e-grocery companies in Canada. Proven as a team leader, leading a team through the product design sprint, organizing and managing daily scrums and client check-ins. A happy team player, a patient listener and diligent problem solver who has helped the team by directing design studio sessions for fellow team members.

skills

User Research
Contextual Inquiry
Affinity Mapping
Usability Testing
Interviews
Surveys
Card Sorting
Task Analysis
Rapid Prototyping
Heuristic Evaluation
Personas
Wireframes
Competitive Analysis
Experience Maps
Scenarios
User Journeys
User Flows

experience

UX/UI DESIGNER - SPUD.CA

Oct '19 - Now

Collaborates with senior stakeholders to develop UX recommendations based on research and business needs. Designs and ensures proper implementation of features that improve usability for customers, increase conversion rates and AOS. Responsible for all parts of the design process from research through planning and multiple fidelities to QA and implementation.

- Spearheaded usability testing and an extensive UX audit of the SPUD.ca website
- Conducts ongoing user research to understand shopping habits, pain points and gaps in the current e-grocery market through surveys, interviews and analytics
- Implemented numerous features for both website and backend functionality through quick iteration cycles informed by use cases, user flows and ongoing testing
- Provides UX insights and consultation to FOOD-X team on proprietary SaaS solutions

UX DESIGNER - VitalSines Intl.Inc

Sept '19

Redesigned the iHeart Internal Age app to improve its usability by identifying design problems, streamlining and simplifying the user-device-application interaction, and unifying the design for both iOS and Android systems.

- Performed in-depth UX research that included heuristic evaluation, extensive user testing focusing on the device interaction and the app usability, interviews, quantitative data collection and comparative/competitive analysis
- Created high fidelity interactive & animated mobile prototypes to demonstrate the Data Visualization elements within the app
- Managed strategic design- and user-experience related decisions, including prioritization of goals and features as well as client communication

UX DESIGNER/SCRUM MASTER - Dearly.ca

Aug '19

Led the team of UX and UI designers to create a responsive website that automates and simplifies probate application; turning hours of paperwork and multiple lawyer consultations into one straightforward online process.

- Performed extensive domain research into the BC Probate Laws; produced and presented research findings to client and team
- Created user persona and user flows describing the optimum user experience to simplify the process of the probate application
- Planned and designed form filling interactions and organization of information based upon the most appropriate design patterns, while maintaining the voice of the end user
- Managed the product sprint, organized and managed daily scrums as well as client check-ins

tools

Sketch
Adobe XD
Figma
Illustrator
Photoshop
After Effects
Principle
InVision
Google Analytics
Hotjar
Jira
Asana
Basic HTML

education

Professional UX Design, Diploma
RED Academy, September 2019

Professional UI Design, Diploma
RED Academy, June 2019

additional experience

Companion

Premier Homecare Services
Vancouver Westside
Oct '15 - Jul '16

Info Desk Volunteer

Vancouver General Hospital
Aug '15 - Jan '18

Photography Studio Manager

50hz Photography, Dublin, Ireland
Jan '13 - Apr '15

experience

UX DESIGNER - Seven Movements

Jul '19 - Aug '19

Designed a mobile app to support company's goal of moving away from third party video hosting focusing on user-friendly categorization and search of the videos.

- Organized UX research and a comparative/competitive analysis that included surveys and interviews of current subscribers, past users and potential new users of the platform
- Defined interaction architecture models and navigation rules through user flows and iterative process of prototyping and testing
- Communicated the importance and progress of the usability and visual design principles to the client

UX DESIGNER - Helthe Connect

May '19 - Jun '19

Designed the brand's logo and colour palette, participated in brainstorming for the new brand name. Researched the brand and current trends; developed the user interface of the responsive website through an iterative process of prototyping and testing. Created atomic UI design system.

UI DESIGNER - Banging Rocks

May '19

Brand creation including logo, colour palette and style guide with the mobile application presented in the form of an animated, interactive prototype. Work included usability testing and the creation of the UI design system, including custom iconography, typography and UI elements.

PHOTOGRAPHER - SPUD.CA

Oct '15 - Apr '19

Produced still and animated imagery of products, people, locations and events for Spud.ca, BeFresh and FoodX while working closely with the Purchasing, Warehouse and Marketing teams.

- Maintained the image database for all products offered in two Provinces, over 10000 products
- Initiated and supported the implementation of zoom functionality and image gallery on product detail page throughout the website
- Designed and executed numerous ad campaign photography projects
- Planned and managed the in-house studio set up
- Created the photography brand guide for SPUD.ca
- Trained and supervised junior photographers