**Summary**

A UX-focused Senior Product Designer with a deep understanding of mobile-first and responsive design, and a passion for creating intuitive and impactful user experiences. Skilled in design content strategy, I have a strong background in UX design best practices and a proven ability to iterate designs based on user feedback. With a Masters in Human-Computer Interaction, I bring a user-centered design approach and a strong understanding of agile methodologies to deliver successful products. I excel in collaborating with cross-functional teams and effectively communicate design processes, ideas, and solutions.

**Education**

**Design Leadership Certificate**
BrainStation, 2023

**Master's degree in Human-Computer Interaction (HCI)**
Carleton University, 2017

**Bachelor of Engineering**
Carleton University, 2013

**Skills**

Product Design, UX Design, Interaction Design, Product Thinking, Human-Computer Interaction, Problem-Solving, Decision-Making Skills, Mobile-First and Responsive Design, Strong Interpersonal and Negotiation Skills, Agile (Scrum) Methodologies, Figma, User-Centered Design, User Research, User Interviews, Usability Testing, Cross-functional, HTML, CSS & JavaScript (React, Angular)

**Work Experience**

**Lead UX/UI Designer**

ScotiaBank (Contract Full-time) | Jun 2023 - Present

* Demonstrated exceptional communication skills by effectively articulating design process and solutions to both internal teams and clients to facilitate clear understanding of vision
* Collaboratively contributed to sprint planning and user story refinement, fostering an iterative and efficient development process
* Lead meetings with users, clients, stakeholders and developers to understand project requirements create alignment
* Planned and defined information architecture (IA) of complex, enterprise-scale design project

**Lead UX/UI Design Instructor**
BrainStation (Contract Part-time) | Nov 2019 - Present

* Guided students through fundamentals of UX, user-centered design thinking, problem solving, UX design best practices and agile (scrum) methodologies
* Discussed the methods of user research and synthesis of user needs and requirements into intuitive and functional digital interfaces
* Introduced essential design principles, best practices, design trends and patterns relevant to crafting an elegant UI
* Evaluated and provided thoughtful feedback to students about their design choices and prototypes

**Senior Product Designer**
Socotra Inc. | Dec 2021 - April 2023

* Collaborated cross-functionally with product owners and developers to understand complex systems and deliver UX-focused solutions using agile methodologies
* Created design proposals for new features and presented to developers using interactive prototypes
* Improved usability of complex application by running user tests and observing user interactions with prototype
* Influenced others to value the impact of design on overall business success and educated teams on user-centered design best practice through negotiations

**Senior Product Designer**
VerticalScope Inc. | Feb 2021- Dec 2021

* Lead the design process of the company’s new product from ideation and research to high fidelity UI Design
* Created an interactive prototype and conducted usability testing to validate new designs
* Built UX design system and worked with developers to ensure proper spec hand-off
* Overcame resistance to change by effectively communicating the benefits of user-centric design approaches

**Senior Product Designer**
Moves Financial | Mar 2020 - Dec 2020

* Designed the Moves flagship application with a mobile-first approach and responsive design
* Conducted user interviews and synthesized insights to inform design decisions
* Worked closely with developers using HTML5, CSS3, and JavaScript to bring designs to life
* Employed user research and usability testing to iterate and refine the product experience

**Product Designer & Product Owne**r
Sampler | Apr 2019 - Mar 2020

* Prioritized feature recommendations based on user feedback and data analysis
* Employed user-centered design methodologies to create intuitive user flows and interfaces
* Synthesized user data and funnels to understand user behavior and goal success rates
* Built a product roadmap and prioritized team objectives, features and new initiatives
* Presented design solutions and facilitated discussions to overcome challenges

**UX Designer**
Askuity, acquired by The Home Depot | Dec 2017 - Mar 2019

* Recruited as the first and only in-house UX Designer where I own the entire design process from start to finish
* Conducted user research and usability testing to drive design decisions
* Identified several low-effort high-impact usability issues by completing a product review
* Optimized UX by leading user interviews and analyzing observations Established and maintained UI consistency by creating a design system