

Experience

Product Designer

PolarUs App

Feb 2025 – Present

Sep 2020 – Aug 2023

- Own **UX/UI** and **product vision** for a bipolar disorder app as the **founding product designer**.
- Establish **design systems**, craft **end-to-end user experiences**, build interactive **prototypes**, and collaborate with developers to refine interactions and deliver all final flows and assets.
- Conduct **UX research** and moderate **focus group** sessions, driving **data-informed** designs.
- Improved mental health outcomes — increased self-compassion **+34%**, quality of life **+26%**, and reduced depression **-14 pts**, mania **-8 pts** over a 12-week **clinical evaluation** of the app.

Product Designer

Super.com

Sep – Dec 2024

- Designed the app's onboarding earn-incentive flow, collaborating cross-functionally with stakeholders, external partners, and adjacent design teams across the **fintech startup**.
- Created **hi-fi prototypes**, ran **usability testing**, and analyzed funnel data to support designs.
- Increased subscriptions by **3x**, redemptions by **7x**, and engagement by **22.3%** for new users.

Product Designer

Tapestry Tool

Sep 2020 – Aug 2024

- Led **data-driven UX/UI** design for a **SaaS** learning tool. Refined the navigation experience with intuitive zoom interactions, achieving a **System Usability Scale** score of **78.2/100**.
- Leveraged **UX research** findings to support design decisions — conducted **A/B testing** and moderated **usability testing** to analyze users' visual depth cues and navigational patterns.

Product Designer

Freelance

May 2023 – Present

- Crafted **intuitive user experiences** for clients in healthcare, tech, and education, including BC Children's Hospital Research Institute, Health Research BC, Psychosocial Rehabilitation.
- Provided **design consultations** to improve **accessibility** and advise on UX best practices.
- Created brand guidelines, illustrations, content design, and marketing materials.

Visual Designer

Postman Waffles

Oct 2023 – May 2024

- Enhanced a local café bakery's **brand identity** with custom **illustrations** for print and digital.
- Designed and launched the brand's first **Shopify website**, streamlining café pre-orders, B2B wholesale operations, special event booking, and e-commerce sales of brand merchandise.
- Executed a new **brand strategy**, boosting Instagram reach **+84%** and engagement **+33%**.

UX/UI Designer

TYDE

Sep 2020 – Aug 2021

- Led **UX/UI** for an **accessible, web-based interface** designed to support young adults with neurodivergence and intellectual disabilities as they transition from school to early career.
- Partnered with educators to optimize the **information architecture** of learning modules.
- **280+** students across British Columbia have earned certificates of completion for TYDE.

Skills

Design

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

Research

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

Tools

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

Education

Bachelor of Media Studies (BMS)

University of BC

Interdisciplinary studies in design, digital media, UX/HCI research, business, and psychology.
Relevant Courses: Spacetime UX Design, Human-Computer Interaction, Design Thinking
Graduated with Distinction