

Experience	UX/UI Designer PolarUs App Feb 2025 – Present Sep 2020 – Aug 2023	- Leading end-to-end design of the 1st research-based app for bipolar disorder. After a 12-week clinical evaluation, the app improved Quality of Life by 10% for 150+ participants. - Moderated monthly focus group interviews with individuals who live with bipolar disorder. - Collaborated with stakeholders to ensure designs aligned with clinical research objectives.
	Product Design Intern 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.
	UX/UI 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.
	UX/UI Designer Freelance May 2023 – Aug 2024	- Designed and implemented interfaces for audiences in health research, tech, and education. - Provided design consultations for multi-media projects to optimize UX and accessibility. - Crafted intuitive user experiences for organizations like BC Children's Hospital, CHILD-BRIGHT Network, BC Psychosocial Rehabilitation, Health Research BC, and Douglas College
	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 by 84% and engagement by 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)	Interdisciplinary studies in design, digital media, UX/HCI research, business, and psychology.
	University of BC	Relevant Courses: Spacetime UX Design, Human-Computer Interaction, Design Thinking
		<i>Graduated with Distinction</i>