

## EXPERIENCE

### Staff UX Designer

Quest Software | 08/2020 – Present

- Returned under recommendation to design new workflows and interfaces for Microsoft Platform Management solutions.
- Collaborate with PMs, researchers, developers and writers to identify user/product needs and iterate towards a deliverable solution within project constraints.
- Develop and maintain process documentation frameworks and workflows to organize and evangelize UX design across different functional organizations.

### Senior UX Consultant

Imaginet (TD Asset Management) | 04/2019 - 08/2020 ---- (1.5 Years)

- Led design of a new application for consolidating data streams and collecting user inputs to model and process billion+ dollar transactions.
- Facilitated regular in-person and remote workshops to gather and verify requirements from both product-users and high-level stakeholders.
- Established and maintained design documentation processes to organize design research, prototypes, and reviews.
- Streamlined UX processes, increasing deliverable and review cycles for 2X+ faster dev-ready design turnaround.

### UX/UI Consultant

HiMama | 04/2017 - 12/2019 ---- (2.5 Years Part-Time 16h/w)

- Personally invited by CTO to lead design at a 25-person startup (now 100+) during critical growth period.
- Worked with product team to completely redesign and test mobile and web app flows and interfaces, contributing to HiMama being the highest rated app in the NA childcare market at 4.8 stars in the iOS store with 19,000+ reviews.

### UX Product Lead

Quest Software | 11/2016 - 02/2019 ---- (2.5 Years)

- Led product design on new Cloud Unified Endpoint Management SaaS product.
- Shipped MVP beta to test-market ahead of schedule within one calendar year.
- Product was publicly released 3 months after beta. Current release is used by 100+ paying international enterprise clients.

### UX Designer

Dell | 04/2015 - 11/2016 ---- (1.5 Years)

- Operated as an in-house designer for four DevOps-focused enterprise web apps.
- Full cycle work including research, defining requirements, wireframing, prototyping, implementation guidance and testing in an iterative agile workflow.
- Authored internal research reports on novel hierarchical data visualization schemes and machine-learning powered optimization engine interfaces.

## SUMMARY

- Proficient in popular digital design/prototyping tools (Axure, Figma, XD, Sketch, InVision etc.) and project management tools (Atlassian & DevOps).
- Knowledgeable of user-centered design and research frameworks and processes (from requirement prospecting strategy to product delivery/continuous improvement cycles).
- Adept at collaborating with cross functional teams and stakeholders to balance competing motivations, objectives and constraints.

## EDUCATION

### Wilfrid Laurier University

Business Administration

Specialization in Marketing Research

3.8 GPA Graduated with Honours

## SIDE PROJECTS

### VOLUNTEER:

- Providing mentorship sessions and advice on [ADP List](#) and Design Buddies, two new design communities.
- Writing [blog posts](#) on Medium published under UX Collective.
- Writing a “[New to UX FAQ](#)” resource for budding designers.

### FREELANCE:

- **MPAC** (~400hr) – Enterprise Administrative Mobile/Web | Design Research, Strategy and POC
- **AT&T** (~50hr) – Internal Operations Platform | Workshop facilitation
- **Magnet.today** (~600hr) – Marketing and Digital Solutions | General Designer (producing assets)