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Experience VMware \ Design Lead for Transformation Products
May 2021 - Current
Lead design practices for an internal portfolio planning and allocation application.
Responsible for a small team of 4 designers embedded in balanced pods.

Quest Software \ Staff UX Designer
August 2020 - May 2021
Returned under recommendation to design new workflows and improve existing
interfaces for Microsoft Platform Management solutions.

Imaginet (TD Asset Management) \ Senior UX Consultant
April 2019 - August 2020
Led design of a new application for consolidating data streams and collecting user
inputs to model and process billion dollar transactions.

Quest Software (formerly Dell Software) \ UX Product Lead
November 2016 - February 2019
Led design on new Cloud Unified Endpoint Management SaaS product.
Shipped full beta to test-market ahead of schedule within one calendar year.

Dell \ UX Designer
April 2015 - November 2016
In-house designer on a centralized team for DevOps-focused enterprise web apps.

Magnet.Today \ Designer
August 2014 - June 2015
Designed for web, mobile, motion and print.

Education Bachelors of Business Administration \ Wilfrid Laurier University
Specialization in Marketing Research

Freelance Darwin.ai \ Machine-learning solutions
Blockthrough \ Adblock revenue recovery
HiMama \ Early-childhood education software
MPAC \ Internal enterprise solutions

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