

ABOUT ME

As an experienced UX Designer specializing in User Experience and informed by principles of inclusive design, I am dedicated to crafting intuitive and accessible products. With a focus on user research and usability testing, I ensure that user needs are met effectively. Collaborating with cross-functional teams, I strive to deliver solutions that align with both business goals and user expectations, fostering innovation and inclusivity in UX design.

Very organized person, always comfortable learning new things, always practicing, problem solver. Painter, Photographer, Extrovert person, fitness and outdoor activities.

UX SKILLS

I possess a diverse skill set in UX design, adept at **user research**, **empathy mapping**, and **journey mapping** to understand user needs. Proficient in creating user **personas** and employing **storytelling** techniques, I effectively communicate insights. Skilled in **wireframing**, **prototyping**, and **usability testing**, I ensure intuitive designs. With expertise in **information architecture** and **interaction design**, I craft seamless user experiences. Additionally, I contribute to **UX strategy**, **design thinking** and possess programming and **graphic design** skills for effective implementation and visual appeal.

WORK EXPERIENCE

UX Design Intern

May 2023 – August 2023

House of Friendship – Waterloo, Canada

House of Friendship is a non-profit organization dedicated to strengthening communities, providing essential support to homeless.

- Created a detailed user manual handbook tailored to the needs of shelter residents, offering accessible guidance and support.
- Enhanced operational efficiency by redesigning intake processes with a focus on empathy, resulting in streamlined workflows for staff members.
- Demonstrated dedication to inclusivity and resident satisfaction by delivering impactful solutions to improve the overall operations of the homeless shelter.

Information Architect

August 2019 – November 2021

La'Maksh – Mississauga, Canada

La'Maksh is a fashion and lifestyle e-retailer committed to making the beauty of fashion accessible to all.

- Utilized expertise as an Information Architect to spearhead the design and analysis process, focusing on understanding both business objectives and user needs.
- Developed comprehensive plans to address these requirements through strategic Information Architecture (IA) implementation.
- Ensured seamless user experiences by conducting thorough user research and analysis, resulting in intuitive site navigation and enhanced usability.

UX Design Intern

May 2019 – August 2019

McAfee – Waterloo, Canada

McAfee, LLC is an American global computer security software company headquartered in Santa Clara, California is one of the world's largest dedicated security technology company.

- Collaborated with the Lead UX Designer on a rebranding project for PasswordBox, a Montreal-based company acquired by McAfee, which involved integrating the TrueKey app into McAfee's product suite.
- Led efforts to rebrand the app according to McAfee's design library, ensuring consistency and alignment with the company's brand identity.
- Played a key role in transitioning the app to the McAfee suite, contributing to the enhancement of the overall user experience and brand coherence.

EDUCATION

Bachelor of Design

September 2021 – April 2024

Wilfrid Laurier University – Brantford, Canada

My academic focus was User Experience Design, specializing in understanding user needs, crafting intuitive designs, and improving user experiences. Proficient in various UX methods like gathering user data, analyzing needs, designing solutions, and evaluating designs through testing. My minor in Leadership provided skills in communication, collaboration, and decision-making, strengthening my ability to deliver impactful UX solutions.

PERSONAL SKILLS

- Collaboration
- Communication & Presentation
- Prioritizing & Time Management
- Attention to Detail
- Critical Thinking
- Problem Solving
- Emotional Intelligence
- Empathy
- Creativity

TOOLS

- Figma
- Adobe Creative Suit
- Visual Studio Code
- HTML/Java Script/CSS
- Wordpress
- Wix
- Webflow
- MS Office

CERTIFICATION

TCPS 2: Core

The Tri-Council Policy
Statement: Ethical Conduct for
Research Involving Humans
Ontario, Canada
13 June, 2023

AWARDS

Scotiabank Experiential Learning for UX Designers

April 2024

Scotiabank Experiential Learning for UX Designers

April 2023

Bachelor of Environmental Studies

September 2009 – April 2013

York University – Toronto, Canada

My studies focused on urban planning where I specialize in sustainable planning interventions, governance procedures, and community engagement. I possess skills in managing urban growth, infrastructure development, and environmental impact mitigation, along with a solid understanding of urban politics, planning theory, and critical urban issues.

PROJECTS

UX Researcher & UI Designer

September 2023 – April 2023

Scotiabank – Toronto, Canada



Award Winning Design

My team and I addressed the challenge of broadening the bank's user base to appeal to a younger demographic. Through comprehensive competitor analysis and interviews with students, we devised a multifaceted solution aimed at enhancing the onboarding experience and incentivizing younger users to join ScotiaBank. Our proposed solution included implementing user-friendly features within the existing Scene+ app to streamline onboarding processes and leverage the platform's large user base. By enhancing the visibility of Scotiabank's offerings and integrating them seamlessly into the Scene+ app, we aimed to attract and retain younger customers effectively.

UX Researcher & Interaction Designer

January 2023 – April 2023

HaudGo! – Brantford Ontario



Award Winning Design and Implemented by Client

My team and I aim to create an educational mobile application named "HaudGo!" that provides a respectful and interactive experience for users to learn about indigenous and First Nation stories and history. The app uses augmented reality technology to create a walking tour that showcases stories from primary sources.

UX Researcher & IA

September 2022 – December 2022

JUX Journal of User Experience (UXPA) – Waterloo, Canada

The JUX website, which provides UX-oriented content and educational resources is facing challenges such as unclear navigation labels, organization of content, lack of filtering tools, and basic search functionality. These difficulties have resulted in issues with navigation and content discovery for users. To address these challenges, the team and I conducted a content inventory, card sorting, tree testing, redesigning site map and prototyping.