

SKILLS

SENIOR PRODUCT DESIGNER

Experienced Senior Product Designer specializing in creating intuitive, scalable, and user-centered experiences. Skilled in end-to-end product design, from research and wireframing to prototyping and high-fidelity UI design. Adept at collaborating with cross-functional teams, aligning business goals with user needs to drive impact. Passionate about solving complex UX challenges, leveraging data-driven insights, usability testing, and design systems to enhance consistency and efficiency. Committed to mentoring designers, advocating for design best practices, and continuously improving product experiences in fast-paced, growth-driven environments.

Design Tools

Figma

Adobe XD

Sketch

Axure

Optimal Workshop

AirTable

Web Technologies

HTML5/CSS3/Vue

LESS / SASS

Elementor

Webflow

Framer

Zapier

Chat GPT/Code Pilot

Wordpress

Methodologies

Dual Track Agile

Data Visualization

Usability Testing

Stakeholder Interviews

Persona Building

Value Proposition

Product Strategy

Competitive Audit

KPI/OKR/OST

Education

BA Digital

Communications

Area of emphasis Human

Computer Interaction

Honours student

College Diploma

in Digital Media

Communications

WORK EXPERIENCE

Senior User Experience Practitioner/ Design Engineer
Government of British Columbia

Jul 2023-Current

- Collaborate with cross-functional teams in the environmental division to design user-centric solutions for complex systems.
- Lead user research initiatives to gather insights and ensure alignment with public sector needs and policies.
- Develop & maintain design systems that enhance usability, scalability, and consistency across apps. Developed fronted applications with the BC Government

Senior Product Designer
MOZ - SEO/SERP SASS

Jul 2023-24

- Lead designer for the SERP tracking and analytics team, developing key features that improved data visualization and user insights.
- Developed and maintained design systems using Figma/Storybook for cross-platform collaboration, improving efficiency by 47%.
- Increased user engagement by 63% through enhanced UX design, including improved navigation and user feedback loops. (Metrics from Fullstory & Google Analytics)

Lead Product Design Manager

May 2022-23

Uiflow - Lowcode/No-code Platform

- Directed the platform design team and established a design system using Figma and design tokens for consistency, leading to a more cohesive product experience.
- Implemented a dual-track agile process by separating discovery and delivery tracks, streamlining product development and resulting in a 28% increase in productivity.
- Provided direction for designers through regular design reviews and collaboration tools, resulting in a 22% reduction in design iteration cycles.

Lead Product Design Manager

Feb 2021-22

AGvisorPRO - Agriculture App

- Led the product design department in researching and delivering user-validated designs.
- Championed the discovery/design process to enhance product functionality and user delight, achieving a 29% increase in positive user feedback.
- Mentored and managed a team of 8 designers and interns.

Lead UX Product Designer

Aug 2018-21

River Design Co. - SAAS Company

- Founded and led a digital agency specializing in SaaS solutions, successfully delivering projects for high-profile B2B and B2C clients.
- Developed functional, aesthetically pleasing websites using Elementor and Webflow for B2B and B2C clients, boosting conversion rates by 76%.
- Implemented financial technology solutions such as payment gateways and invoicing systems, increasing client revenue by 41%.