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SUMMARY

With seven years of experience designing responsive web and mobile products, I specialize in collaborating with developers and designers to craft intuitive, impactful digital experiences. My love for problem-solving extends beyond work, whether it's the strategic thinking of rock climbing, the iterative nature of pottery, or the immersive challenges of a good old RPG.

EDUCATION

2013 – 2017

Alberta University of the Arts

BDes, Visual Communications Design

2015 – 2016 (1 SEMESTER)

University of the Arts, Philadelphia

Mobility Program, Interaction Design

COURSES / CERTIFICATES

Google Certificate | 2023

Foundations of UX

IBM Digital Learning

User Experience Design Fundamentals

AWARDS

Anvil – 2019 Digital Annual Report
for Nature Conservancy of Canada

Runner up – San Francisco, One Club Creative Bootcamp.

SKILLS

User-centered Design, Interaction Design, Wire-framing, Prototyping, Design Systems, Responsive Design, Motion design, Used and designed for headless content management systems (Sanity, Contentful, Prismic) Basic understanding of HTML + CSS.

WORK EXPERIENCE

2021 – CURRENT

Web Designer | Built by Field

- Redesigned onboarding for Classroom Champions, addressing user pain points through analytics and feedback to improve user experience.
- Collaborated in Agile teams to define strategy and design for clients like IA Pathways, Classroom Champions, and DC Bank.
- Communicated with clients to align on timelines and scope; delivered presentations that secured design approvals and buy-in.
- Mentored an intern, balancing guidance with project delivery as we worked through special mapping and pdf export features for Aspire.
- Built reusable components within design systems to improve workflow efficiency across projects like DC Bank, Ava Industries, Classroom Champions and others.
- Iterated on designs based on testing and feedback, ensuring accessibility across visual, auditory, and language needs.
- Created interactive prototypes using Figma, Framer, After Effects, and Principal to validate user-friendly designs for clients such as Alberta Real Estate Foundation, University of Calgary, Partners Development Group and more.

2017 – 2021

Product Designer | ZGM Marketing

- Art directed, designed and animated advertisements for clients such as Alberta Health Services, Fountain Tire and Canada Pacific Railway utilizing After Effects and Adobe Animate.
- Developed design presentation decks and delivered pitches to clients such as Alberta Health Services, Shaw Charity Classic, Nature Conservancy of Canada, among others.
- Completed user testing, motion prototypes, and visual designs for web related projects, working first hand with my digital team to concept and design solutions.

2019 – 2025

Product Design and Marketing | Freelance

- Improved digital UX for brands like Paravel's PDP, PLP and Navigation. Worked on sales page for Supergoop, refining flows and delivering high-fidelity prototypes helping client achieve high sales output during their 20
- Created branding, social content, event posters, merchandise, and more for clients, including Bolder Climbing and Hillcrest Financial.