

Experience

Innovation Designer

TD Insurance

May '25 - Aug '25

- Designed an AI insurance flow that cut an 83-day process to minutes, unlocking \$800K+ in savings and improving efficiency across customer journeys.
- Ran end-to-end usability tests on internal claims tools, turning 20+ pain points into UI and workflow updates that increased task completion by 30% in follow-up tests.
- Drove strategic planning with VPs and design leads, using prototypes and user journeys to shape TD's 5-year roadmap for new travel insurance features.
- Created detailed process maps, wireframes, and workflow diagrams for complex claims journeys, translating analysis into clear prototypes that aligned teams on requirements and reduced redesign cycles by 35%.

UX/UI Designer

Questrade Financial Group

Sep '24 - Dec '24

- Designed and implemented missing dividend features on Questrade's mobile & web platform, helping 500,000+ investors see upcoming payouts more clearly and access essential metrics faster to support better investment decisions.
- Created new Figma components and interaction patterns for Questrade's design system, improving consistency and speeding up prototyping for new trading flows.
- Monitored KPIs across key investor flows, analyzing behaviour patterns and surfacing performance drops that guided product teams toward higher-impact fixes.
- Ensured new UI components met WCAG 2.1 accessibility guidelines, improving clarity and reducing friction across key trading screens.

UX/UI Designer

Buildspace

June '23 - Aug '24

- Built intuitive UI flows and navigation patterns for early-stage MVPs, improving clarity for first-time users and helping 10+ founders validate ideas faster.
- Developed foundational design system elements, defining components, patterns, and brand standards that streamlined prototyping and reduced rework across projects.
- Interviewed 20+ early users to uncover workflow gaps and turned their feedback into clear user flows and wireframes that guided founders' product decisions.
- Presented rough design drafts to founders and engineers, translating early concepts into clear product decisions and accelerating alignment across teams.

Skills

Design

UX/UI Design, Wireframing & Prototyping, Design Systems, Component Libraries, Interaction Design, Visual & Responsive Design, Branding & Visual Identity, Color Theory, Typography, Accessibility Guidelines

Strategy

User Research, Usability Testing, User Interviews, Customer Journey Mapping, Process Mapping (workflow diagrams, user flows), Problem Framing, Design Thinking, Persona Creation, Requirements Analysis, Heuristics Evaluation, Collaboration

Tools

Figma, Adobe Creative Suite, Sketch, Miro, HTML & CSS, Microsoft Office Suite

Education

University of Waterloo

Sept '22 - Apr '27

Global Business & Digital Arts

Minor in Entrepreneurship