

Experience

Product Designer Stan Toronto Jan 2026 - Present	- Designed and built an AI B2B platform that rewards employees for posting on LinkedIn, helping grow ARR from \$0-\$200K across 9 pilot customers in under 3 months - Designed and built mobile user flows for AI content agent, contributing to 40% ARR growth from ~\$1M to ~\$1.4M - Designed and launched in-app analytics to help creators understand Instagram post performance and plan future content, achieving ~95% feature adoption - Built a React design system with reusable components, custom skills and plugins, enabling teammates to turn prompts into consistent product interfaces with AI coding agents
Growth Product Designer Retellio Toronto June 2025 - Dec 2025	- Designed and built landing pages in React and Tailwind CSS, using visitor data and A/B testing to refine layouts and messaging and increase CTA click-through rates from ~0.43% to ~0.78% - Designed LinkedIn, email, and newsletter campaign materials with messaging tailored to different customer groups, helping generate 3.5× as many call bookings in 2 months - Automated creator discovery, outreach, and partnership tracking with Clay and Zapier, helping secure 8+ partnerships and brand exposure on a podcast with 1M+ subscribers
Growth Product Designer Alma Care Toronto Jan 2025 - June 2025	- Designed reusable ad templates for Meta and Google campaigns, supporting 84% growth in average weekly website traffic from February to March - Redesigned the website and promotional banners to clarify offers and guide visitors toward consultations, supporting a 2.9% visitor-to-lead conversion rate - Built a reporting dashboard combining website, advertising, and lead data, replacing manual spreadsheets and saving ~6 hours per week
Founder Hungry Goose Cafe June 2024 - Jan 2025	- Launched a campus café and managed all day-to-day operations and logistics, generating \$5K+ in monthly revenue - Managed end-to-end catering logistics for an event with 2,000+ attendees - Established the café as Laurier Milton's exclusive event caterer, generating 25+ catering bookings per year - Designed and built the café website in Figma and Webflow and created social, print, and digital marketing materials to promote the café and catering services
Product Design Intern Dialogue Montreal Jan 2023 - Sept 2023	- Designed mobile flows for a B2B employee health platform serving 50K+ organizations, working with product managers and engineers to ship self-help and mental health features - Analyzed feedback from 15+ client organizations to improve app layouts, interactions, usability and accessibility - Reorganized design documentation to make information easier to find, helping reduce designer onboarding time by 25%

Volunteer

Host & Organizer Socratica June 2024 - March 2026	- Led a team to plan, promote, and run a symposium for 2000+ attendees, serving as emcee and securing \$10K+ in sponsorship from investors and local businesses - Organized and hosted weekly in-person co-working sessions, building a community of 60+ regular attendees
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Education

University of Waterloo 2019-2024	Bachelor of Applied Science, Biomedical Engineering Courses: Interface Design, User-Centred Design Methods, Biomedical Design, Digital Systems, Human Factors in Design
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Skills

Design	Design Systems, Prototyping, User Flows, Information Architecture, Journey Mapping, Wire-framing, Branding, Illustration
Development	React, JavaScript, HTML/CSS, Tailwind CSS, AI-assisted development
Tools	Figma, Claude Code, Codex, Cursor, GitHub, Webflow, Framer, Adobe Creative Suite, Zapier