

EDUCATION

Simon Fraser University

Bachelor of Business Administration |
Spring 2025

Business and Interactive Tech. Joint Major |
Concentration in User Experience Design

PRODUCT & DESIGN COMPETENCIES

Research & Synthesis	Usability Testing
Accessible Design	UI Design & IxD
Design System	UX Writing
Data Analytics	Market-fit Validation
Agile Frameworks	Product Strategy

TECH & DESIGN TOOLBOX

Figma	Adobe Creative Suite
Miro	HTML / CSS
FullStory	JIRA
Python	Google Analytics

BEFORE UX DESIGN

Web Design & Branding Intern | SleepGift™

Marketing Intern | Shift Clean Energy

Co Founder | Break Thru Sports Academy

WORK EXPERIENCE

UX Design | Samsung Electronics

Jan 2024 - Sept 2024 | Internship

Collaborated with a team of 9 designers to ideate and redevelop the Samsung Knox design system to unify all services under Knox Cloud Solutions. I created 5 new components and patterns, documented their use-cases and behaviours, and provided ongoing feedback to designers and developers related to their component designs.

Helped initiate the transition from Knox Manage to Knox Manage Lite by completing the initial design sprint with a team of 3 designers and researchers to address 60 tickets of varying complexity in collaboration with PMs from Korea HQ. Workflow included wireframes with user flows and documentation, Hi-Fi GUIs, internal QA with developers, and external user testing with our power users.

Led the redesign of the Samsung Knox Manage mobile app, optimizing key functionalities for IT admins and end-users to communicate while updating the UI to align with Samsung's OneUI design system.

Product Design | Operto Guest Technologies

Jan 2023 - Sept 2023 | Internship

Collaborated with PMs, designers, and our clients to surface critical pain points. Conceptualized and designed new product features for Operto Guest & Operto Connect to advance the functionality and scope of the product to resolve the identified problems.

Held regular design and tech. reviews with development and senior designers to ideate, refine, define capacity, and advocate for user goals during design hand-offs to convert my Hi-Fi prototypes to product features in our web app.

Product Design | FORM Swim

Sept 2022 - Jan 2023 | Internship

Brainstormed ideas to improve and extend the FORM user experience. Conducted user research, prototyped, and tested new mobile-app experiences and goggle features to validate new concepts for the launch of FORM's second-gen. goggles, Dory.

Crafted UX deliverables, including annotated user flows and wireframes to effectively communicate design strategies and detailed interaction behaviours, and delivered Hi-Fi UI designs for iOS, Android, and FORM goggles.

DESIGN & CLIENT PROJECTS

Product Design | One Iota Performance Inc.

Oct 2023 - Aug 2024 | Freelance

Led the UI design of their Enterprise Portal. Developed their design system to enhance consistency, design efficiency, and scalability across their mobile-app to web portal.

Product Marketing Consulting | SFU Axis Consulting

May 2020 - Aug 2020 | Extracurricular

Delivered a B2C and B2B marketing strategy for WooYourBoo, a Toronto-based start up, prior to their mobile-app release on the App Store and Google Play Store