

ABOUT ME

Human-Centered Designer with nearly a decade of experience crafting intuitive, accessible digital experiences for both public and private sector clients. Skilled in UX research, service design, and front-end collaboration, with a passion for solving complex problems through clear, user-driven design. In 2022, I brought my industry knowledge into the classroom as a UX design professor at Algonquin College. Equally comfortable leading initiatives or integrating into agile teams, I'm driven by curiosity, clarity, and a dedication to continual growth.

EXPERIENCE

June 2024 - Current

Accenture Global / Employment and Social Development Canada - Service/Product Designer

- Design wireframes, mockups, and interactive prototypes for the EI Client Reports system to support usability testing and development handoff.
- Collaborate with business analysts, developers, and stakeholders to translate business needs into user-centered, technically feasible solutions.
- Conduct service design analysis by mapping end-to-end client and employee journeys to identify pain points and opportunities across the EI claims process.
- Propose process improvements for weekly reporting and benefit delivery, contributing to a more seamless and accessible user experience.
- Maintain documentation in Azure DevOps and support agile delivery through stand-ups, design reviews, and iterative feedback cycles.

Oct 2021 - Feb 2024

ISED Canada - User Experience Designer

- Developed comprehensive research plans and executed user testing sessions to validate design assumptions.
- Met with users and stakeholders to gather insights, clarify requirements, and inform design direction.
- Created low- and high-fidelity wireframes and prototypes using the Canada.ca design system.
- Defined user flows to support intuitive navigation and enhance user experience across government services.
- Contributed to collaborative workshops and team discussions, offering UX insights to guide decision-making.
- Partnered with developers and business teams to ensure accurate implementation of design solutions.

May 2022 - Aug 2022

Algonquin College - Professor of User Experience Design

- Delivered course lectures and assignments for the User Experience Design program.
- Assessed student work and provided one-on-one feedback to support skill development.
- Created supplementary lessons to enhance understanding of key UX principles.

TOOLS & SKILLS

UX Research

- User interviews
- User personas
- Journey mapping
- Ecosystem mapping
- Empathy mapping
- Survey design
- Card sorting
- User flows
- User testing
- Contextual inquiries

UX Tools

- Axure
- Figma
- Miro

Adobe

- Illustrator
- Photoshop

Project Tools

- Jira
- Azure DevOps
- MS Teams

Web Development

- HTML
- CSS
- SCSS
- JavaScript/JQuery

AI/Prompt Engineering

- ChatGPT
- Midjourney

EXPERIENCE CONT

March 2020 - May 2021

Ontario Lottery - User Experience Specialist

- Created and executed user research plans to support new lottery game concepts and player experiences.
- Conducted interviews and synthesized insights into UX artifacts to guide strategic decisions.
- Performed product and competitor research to validate ideas and improve usability.
- Designed wireframes and interactive prototypes aligned with brand and accessibility standards.
- Collaborated with cross-functional teams to explore and deliver feasible digital and physical game solutions.

Sept 2019 - March 2020

Statistics Canada - User Experience Researcher

- Designed and conducted user interviews and testing protocols to support research on data access tools.
- Translated insights into personas, journey maps, and other UX research artifacts to guide design decisions.
- Participated in workshops and team sessions to provide user-centered perspectives.
- Led contextual inquiries and competitor analysis to identify user needs and improve strategic direction.
- Collaborated with design and development teams to ensure findings informed product direction and usability.

Oct 2018 - Aug 2019

Sault Innovation Center - UX Designer and Front-end Developer

- Met with clients to understand business objectives and user needs.
- Collaborated with a multidisciplinary team to deliver cost-effective, user-focused solutions.
- Designed low- and high-fidelity wireframes, prototypes, and user flows to guide development.
- Provided front-end development support to bring designs to life.
- Participated in task planning and project scoping discussions to ensure realistic delivery timelines.

Jan 2017 - Oct 2018

Royal College of Physicians and Surgeons Of Canada - UX Design and Front-end web

- Collected user and business requirements to inform web development strategies and content updates.
- Updated and maintained web content using HTML, CSS, and JavaScript within Oracle CMS.
- Ensured all content adhered to AODA, WCAG, and W3C accessibility and compliance standards.
- Designed wireframes and prototypes to guide development of user-friendly interfaces.
- Produced custom, web-optimized graphics to enhance visual appeal and improve usability.

Jan 2015 - Dec 2016

Algonquin College Applied Research

Selected to join the college's Applied Research team, collaborating with various real-world clients on web and UX design projects. This experience combined academic learning with industry application, strengthening both my technical and communication skills.

- Led client meetings to gather business goals, define timelines, and present findings
- Created user personas, scenarios, testing protocols, and conducted usability tests
- Designed low- and high-fidelity wireframes and interactive prototypes using Balsamiq, inVision, and Adobe tools
- Analyzed test results to improve user flows and interface design
- Developed websites and apps using PHP, jQuery, HTML/CSS, and CMS tools like WordPress, MediaWiki, and Shopify
- Presented final recommendations and design solutions to clients

June 2016 - Aug 2016

Medical Scribes of Canada - UX Design and Web Development

Aug 2016 - Sept 2016

Atomic Motion - Account Coordinator and Designer

EDUCATION

Online learning

2024 - 2025

- Service Design - Interaction Design Foundation
- Figma Essentials and Advanced - Bring Your Own Laptop
- Prompt Engineering – Vanderbilt University (Coursera)
- AI Developer - IBM (Coursera) *In Progress
- Service Design - Udemy

Algonquin College

2019 - 2020 *(with Honours)*

- **Interdisciplinary Studies in Human-Centred Design**
 - User experience research
 - Team management
 - Systems Thinking

2014 - 2016

- **Interactive Media Design**
 - User experience design
 - Front-end web development
 - Photography and video

ACHIEVEMENTS

- Recruited as a UX Designer by Algonquin College's Applied Research team for paid client projects after completing only the first semester (2015)
- Featured in a campus publication for contributions to Applied Research UX projects (2016)
- Selected to represent Algonquin College at the 2015 Internet of Things event, presenting project work for client RCBenchmark

REFERENCES

Available upon request