

Personal Statement

With over a decade of experience across fintech, e-commerce, and consumer apps, I've developed a passion for simplifying complexity. My work is rooted in metric driven decisions that not only solve user goals, but address business objectives and drive growth.

Focus & Skill

Product Design, UI, UX, User Research, Design Systems, Prototyping, Usability Testing, Interactions, Collaboration, Communication, Mentorship, HTML, CSS

Experience

Senior Product Designer, North One | 2023 - 2025

At North One, I played a key role on a small product team, collaborating closely with engineering to define and refine our digital banking experience. From shaping early product strategy to conducting post-launch research, I delivered solutions that enhanced user experience and drove business goals.

Senior Product Designer, SoleSavy | 2021 - 2023

As the first product hire at SoleSavy, I played a key role in transitioning the company from outsourced work to an in-house product team. I established their design system and drove platform improvements that solved user needs and business objectives.

Senior Designer, Lift Interactive | 2015 - 2021

During my time at Lift, I filled a wide range of roles. On small projects I lead everything from client communications to development, while on the large projects I focused purely on design and strategy in a collaborative environment. As a senior designer, I was also responsible for mentoring and process development.

Education

Macewan University | 2012 - 2015

Digital Design Studies

