

## Experience

### VANCOUVER COASTAL HEALTH

Multimedia Designer | July 2024 - Present

- Comprehensively evaluating educational materials and designing within existing brand guidelines to update existing courses within Learning Hub
- Auditing website architecture and style conventions to determine the most appropriate method of updating the BC ACT AP website

### NOTETRACKS INC.

Product Designer (Contract On-Call) | April 2023 - Present

- Designing visually engaging web page components and marketing material to showcase Notetracks product features and functionalities enhancing understanding of the product for a prospective user
- Developing an internal image-sourcing tool that streamlined the process of discovering images for marketing materials

### EVERGLADE DEVELOPMENT

Graphic Designer (Contract On-Call) | November 2023 - April 2024

- Crafted social media graphics and digital-to-print templates to promote development projects and advertising campaigns to existing and potential homebuyer audience
- Researched and analyzed competitor advertising strategy landscape to ensure effective engagement with target audience

### SEEDLING ART CO.

Junior Product Designer (Contract Part-Time) | July 2022 - December 2023

- Created engaging digital-to-print assets, including illustrations, mental wellness activity worksheets, and stickers for the Seedling Journal using Photoshop and Illustrator
- Designed impactful promotional media for Instagram posts, stories, and Kickstarter campaign using Figma and Canva

### DOSSIER CREATIVE

Railyard Lab Brand Designer | January - May 2022

- Collaboratively designed presentations, brand & creative strategy components and web wireframes using Figma, Illustrator and Photoshop
- Conducted in-depth market research and consulted in a team of 5 members, managing 3 clients: CleanStart Property Services, Adler Centre and Social Value Canada to create comprehensive brand refresh materials

### LANDSURE SYSTEMS LTD.

UX Designer/Researcher | September - December 2021

- Constructed multi-page web forms, email announcements, diagrams and workshops using Axure RP 10, LucidChart and Miro
- Consulted over 14 legal professionals through online interviews and Miro workshops to collect user data for improving released products
- Conducted thorough research for in-development products, documenting findings in Confluence and presenting summarized insights through internal PowerPoint presentations

## Education

### SIMON FRASER UNIVERSITY

September 2018 - October 2023

BSc Interactive Arts & Technology (Design Major)

## Extracurricular

### EUNOIA UX DESIGN JAM

Research & Communications Lead | January - April 2023

- Scouted 12 small businesses and social impact organizations, then aggregated research data from discovery interviews into 9 client brochures for distribution to 48 student teams

### SFU ESPORTS ASSOCIATION

Graphic Designer | October 2020 - September 2023

- Designed promotional media and assets for Facebook, Instagram, Twitter, Twitch and Discord using Photoshop, Illustrator and Figma

## TECHNICAL SKILLS

UX/UI Design, User Research, Wireframing, Prototyping, Branding, Visual Design, Print Design, Web Design, UX Writing, Illustration, Video Editing

## TOOLS

Adobe Creative Suite, Figma, HTML/CSS, Javascript, Miro, Framer, Storyline, Axure RP, Webflow, ChatGPT, Lucidchart, Confluence, Jira