

Profile

A seasoned product designer with a passion for visual craft and user-centred design. I specialize in creating meaningful experiences for products, games, and digital tools through insight-driven design.

Experience

Product Designer 3

Microsoft AI

Nov 2022 - Present

- Designed Generative AI experiences for Bing and Copilot, contributing to design system libraries, principles, and guidelines for designing AI products at scale.
- Developed a fully themeable design system for Microsoft AI, optimising design and code imp. through semantic tokens to support multiple products under one library.
- Created and shipped a new global navigation system for Bing, collaborating closely with cross-functional teams to ensure scalability & coherence across verticals.
- Built a scalable component library for Fluent Capture feature used across Skype, Teams, Stream, GroupMe, and Flip to streamline design & engineering processes.

UX/UI Designer

IBM

Sep 2021 - Aug 2022

- Led design of large-scale project management platform, collaborating with cross-functional partners to ideate, iterate, and ship pixel-perfect designs for production.
- Conducted comprehensive usability tests & user interviews, leveraging qualitative and quantitative data to validate designs and align cross-functional stakeholders.
- Worked with IBM Carbon to redesign internal & external IBM sites, optimizing visual design, responsiveness, and adherence to the latest accessibility standards.

UX Design Lead

Ergonomyx Technologies

Canada Inc.

Sep 2018 - Sep 2020

- Led a cross-functional team of designers, engineers, and analysts, to guide product design of web-app, mobile apps, and responsive e-commerce website.
- Designed low to high-fidelity prototypes for iOS, Android, and desktop, ensuring fluidity of interactions and consistency in visual design across all platforms.
- Established a consistent design system (120+ components), language, and brand.

Education

University of Toronto

Master of Information, User Experience
Design Concentration (3.97 GPA)

2020 - 2022

University of Victoria

Bachelor of Commerce, Entrepreneurship
Specialization (3.90 GPA)

2014 - 2019

Skills

UX Design

Requirements gathering, strategy, usability testing, interviews, personas, journey mapping, heurisitic evaluations, information architecture, data analytics, A/B testing, wireframing, prototypes, interaction design.

UI Design

Design systems, responsive design, layout, typography, motion design, 3D modeling.

Tools

Figma, Sketch, ProtoPie, Adobe XD, Photoshop, Illustrator, After Effects, Unreal Engine 5.

Awards

1st place (340+ teams)

Adobe + Southwest Creative Jam

Certifications

IBM Enterprise Design Thinking

Practitioner, Co-Creator, Team Essentials for Artificial Intelligence.