

Experience

UX + Product Design Consultant

Freelance

Toronto & GTA, ON
July 2018 — Present

I help start-ups, businesses, and product owners design MVPs* and ship user centric products. My work includes: early-stage UX strategy, user research & validation, ethnography, information architecture mapping, end-end UX deliverables (personas; journey maps & user flows; low to high-fi wireframes; interactive prototypes), UX writing, design system creation & maintenance, design QA, branding & marketing assets.

**My work in the [Wellbeing+](#) MVP finished with distinction in the top 3 percentile (97%) at IBM's 2020 Think Build Grow competition.*

Writer + Editor

Freelance

Remote (Vancouver, BC)
Nov 2017 — June 2018

I researched and produced 2+ written works per weekly deadlines; I also provided academic proofreading and editing services for clients, alongside UBC based educational consultants.

Data Scientist

Ontario Institute for
Cancer Research

Toronto, ON
May — Sept 2016

I extracted and prepared large datasets for machine learning from lab graphing data using Perl, Regex, and HPC to automate the scientific figure coding process. Datasets then underwent statistical analysis and were visualized using R and best practices for data visualization.

Bioinformatician + UI designer

UWaterloo iGEM

Waterloo, ON
Jan 2015 — Sept 2016

I collaborated in designing in-silico models* of the CRISPR-Cas9 binding system using Python, MATLAB, and bioinformatic tools; I also helped spearhead the UI design & implementation of the 2015 & 2016 project websites.

**UWaterloo received gold standing with my work winning best overgrad software tool at the 2015 international iGEM competition.*

UX/UI Designer + Front-end Developer

Sparkig

Kitchener, ON
May — Aug 2015

I designed UX/UI assets (low to high-fidelity wireframes, prototypes) in collaboration with the in-house designer; I also pushed and implemented responsive design features for the mobile web.

Medical Writer

Orthoevidence

Burlington, ON
Sept — Dec 2013

I produced statistical reports and summaries from peer reviewed scientific journals. I also participated in editing rounds and performed other administrative duties.

Summary

I design digital experiences for web & native mobile D2C and B2B products. I incorporate research & strategy; lean & agile methods; best practices; technical know-how; and humanism in my product design process.

Education

University of Waterloo (2018)

BSc. Honours Biology; cognitive neurosci focus
Mathematics Minor & Bioinformatics Option

Associations + Certifications

Registered Graphic Designers

Junior Affiliate (2020 — present)

IBM Enterprise Design Thinking

Practitioners Badge (2020)

Team Essentials for AI Badge (2020)

Areas of Expertise

User Experience + Product

UX Strategy	User Research	Ethnography
System Mapping	User flows	Prototyping
UI Wireframing	Interaction Design	AI Design
UX Writing	Design Systems	Design QA
Adobe Illustrator	Figma	Adobe Photoshop
Lean & Agile Methodology		

Technical

HTML/CSS	Version Control (git/SVN)	Webflow
Data Visualization	Scripting	Linux / Bash

Miscellaneous

Brand Identity	Workshopping	Illustration
Technical, Copy, Grant & Proposal Writing		Editing