



EXPERIENCE

Jun 2017-
Present

PalPilot / FootPrintKu

Design Strategist / Visual + UI Designer

- Provide design direction for the development and refinement of new products (PalCells, PalTorc, FootPrintKu).
- Redesign the FootPrintKu logo, website, and UI for Studio and Vault services ahead of platform launch. Work with external marketing studios to create an animated explainer video and mascot, and research market potential and brand messaging.
- Develop new methodologies such as design research, work-session facilitation, and prototyping to help the marketing and sales team deliver on project objectives.
- Deliver visuals, icons, design proposals, websites and presentations on a broad range of projects that impact future products and business strategies.

May 2016-
Jun 2017

Spree With Me

User Experience Designer

- Envisioned, developed, and created the overall user experience of an iOS group shopping app
- Developed low and high-fidelity prototypes and collaborated with product managers to refine designs including wire frames, story boards, page layouts, user flows, icons, and final mockups.
- Worked with co-founders to develop and maintain signature aesthetics and brand integrity across multiple channels including websites, social media groups, and email templates.
- Collaborated with product managers to engage in QA testing and recommended solutions to improve the user experience.

Jun 2014 -
Apr 2016

ADARA

UX/UI, Product Designer

- Created the user interface and experience of an intelligence enterprise platform that digests billions of annual travel searches into actionable data visualization for travel brands and advertisers .
- Effectively communicated the features and interaction required by the product team to the engineering team. Worked collaboratively in a cross functional engineering, product, and marketing team to improve and update the user experience.
- Duties included: designing wireframes, high-fidelity mockups, visual specification, interactive specification, data visualization and analytic reports, and creating typography, iconography, and graphics.

2012 -
Present

Freelance Designer

- Create client websites using HTML/CSS and Wordpress templates, including Wordpress multi-site and plugins.
- Revise and design company logos, business cards, trade show banners, and various promotional materials for clients.

EDUCATION

B.A 2014

Media Arts & Design

Vancouver, Canada

Simon Fraser University's School of Interactive Arts & Technology (SIAT)

SKILLS

Design

Photoshop, Illustrator, InDesign, Sketch, Invision, Marvel, Axure, Balsamiq, Omnigraffle, Zeplin, Wordpress

Languages

HTML, CSS, jQuery, Javascript, Bootstrap Framework, Ruby on Rails, Python, Arduino, Processing, Max MSP

Other

Final Cut Pro, Adobe Premiere, After Effects, Audition, Audacity, Pro Tools, Flash, Dreamweaver, Microsoft Suite, Unity, Solidworks, Maya, Heroku, Cloud9, GitHub