



PRODUCT DESIGNER

I bring a humanistic perspective and a creative problem-solving approach to creating exceptional digital products and experiences that people love to use. Empathy, curiosity, persistence, light-heartedness as well as an obsessive attention to detail define me. My unique background in social work and entrepreneurship give me unique tools to make strategic, user-centered decisions that achieve business goals.

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MY EDUCATION

General Assembly	
UX Fundamentals	2019
OCAD University	
Accessibility & Inclusive Design for Digital Media	2018
BrainStation.io	
UI/UX Design	2015
Ryerson University	
Personality Dimensions	2010
York University	
B.A Degree	2003-07
Centennial College	
Social Worker	2001-03

LEADERSHIP & SKILL HONING

First Round Fast Track	
Product Design Mentorship	2021
Canada's Ladies Learning Code Day	
UX Design Facilitator	2019
WHIWH Mentorship	
UI/UX Design Mentor	2018-19

SKILLS

Design Systems	Visual Design
Rapid Prototyping	Usability Testing
User Personas	User Flows
Storyboarding	Mentorship
e-Commerce	Problem Validation

MY PRODUCT DESIGN EXPERTISE

Product Designer
 Respondent.io Mar 2020 - Present

- Responsible for developing and executing our design strategy; aligning on an approach collaboratively.
- Lead and facilitate our product roadmap collaboratively and clearly articulate decisions and rationale via problem validation research.
- Deliver top-quality visual design artifacts with thoughtful interaction design elements and user flows.
- Built a fresh new design system framework for the modernization of the platform.
- Conduct user research interviews on a weekly cadence for usability and concept validation testing.
- Mentor and oversee fellow designers artifacts to account for all user flows and ensure team alignment.
- Lead the company's DE&I initiatives, facilitate discussions and present engaging workshops.
- Iteratively cross-collaborate with our PM, engineers and customer success team to align on project progress, timelines and user acceptance testing.

Lead UI/UX Designer
 Natasha Green Designs / Crave Pixels 2016 - 2020

- Lead the creative direction and end-to-end iterative design process for small to enterprise companies.
- Clearly communicated our design approach and decisions with stakeholders remotely.
- Gathered and documented stakeholder requirements to cover use cases and user acceptance criteria.
- Delivered the highest quality visual designs and prototypes with thoughtful story-telling and user flows.

UI/UX Designer and Interaction Design Specialist
 Wocketship (prev: Hrmonic Designs) 2015 - 2018

- Collaborated with creative director on visual and interaction designs for various web applications.
- Delivered high-fidelity mockups, wireframes, prototypes, user-personas and design systems.
- Presented concepts and final deliverables to stakeholders, actively listening and documenting iterations.

MY TOOLBELT

Figma	Adobe XD
Invision	Adobe CC
Slack	GitHub
Asana	Threads