



Experience

Mage Data

UX/UI Designer
Sep '23 - Present

- **Designed a cutting-edge conversational UI experience** with an **AI-based recommendation sidebar**, simplifying the test data creation and static & dynamic data masking process from **17 steps down to 4**.
- **Built a scalable design system (120+ components, patterns, guidance)** while considering composition, layout, information hierarchy, typography, motion, color, to **create 27 user flows** and **deliver 46 high-fidelity prototypes**.
- **Identified 2 key opportunities** by leveraging **strategic product thinking** to align design initiatives with overarching product goals to make decisions aligned with **user needs** and **business goals**.

Climate Catalyst

UX Designer
Jan '23 - April '23

- **Increased task completion rate by 18%** by creating a centralized operations management platform to enable seamless knowledge and internal resource sharing and navigation among employees.
- **Conducted 8 in-depth user interviews, 5 comprehensive usability tests** and **4 A/B tests** to gather insights and create user stories to envision the ideal interaction-oriented experience and presented them to stakeholders.
- **Delivered 25+ compelling high-fidelity prototypes** created with a consistent design system to various stakeholders.

IBM

UX/UI Designer
May '22 - Dec '22

- **Shipped pixel-perfect designs** for production by **ideating and iterating 43 times with PMs and developers** to transform the complex Planning Analytics Workspace into an intuitive interface using a user-centric approach.
- **Performed 2 design workshops** and **competitor analysis** on **MS Excel & Power BI** to develop requirements and make informed design decisions to design interactive prototypes with the **IBM Carbon design system in Figma**.
- **Achieved a 13% reduction in user onboarding time** by leading a comprehensive redesign of the configure action button experience in IBM Planning Analytics, which involved **streamlining complex workflows** and **simplifying the current IA**.
- **Reduced data analysis time 7%** by integrating advanced formatting and conditional formatting features into the cube viewer within IBM Planning Analytics and ensured the designs followed **WCAG 3.0** guidelines.

VPRI, UofT

SharePoint Developer
Sep '21 - March '22

- **Created 30+ SharePoint site pages** with custom web elements using **HTML** and **CSS** by collaborating with cross-functional stakeholders and project team members to ideate, iterate and prototype.
- **Conducted 15 comprehensive usability tests** by leveraging qualitative and quantitative data to validate designs, information architecture and align cross-functional stakeholders.

Seasons Resorts

Product Designer
Sep '20 - May '21

- **Led a cross-functional team** and **advocated for design-centered changes** for the mobile app, and the responsive e-commerce website using **storyboarding, collaborative ideation, and iterative prototyping in an agile environment**.
- **Improved user satisfaction by 17%** by designing **low to high-fidelity prototypes** for a streamlined reservation system for **iOS, Android, and desktop**, ensuring fluidity of interactions and consistency in user experience across all platforms.

Leadership Experience

AIWG

Accessibility Specialist

- **Increased inclusivity** by conducting an **in-depth accessibility audit** based on **WCAG 2.1 guidelines** on the MISC website.
- **Established a consistent visual design language** and brand identity to redesign the current AIWG website.

Education

University of Toronto

Master of Information · UX Design
3.98 GPA · DWG Co-chair
Sep '21 - May '23

Ohio State University

Bachelor of Science in Business Administration · Finance & Business Analytics
3.84 GPA · Dean's List 6/6 semesters · Industry Immersions Program
Aug '17 - May '20

Skills

UX Design: User Research, IA, Journey Mapping, Product Strategy, Usability Testing, Heuristic Evaluation

UI Design & Development: Visual Design, Wireframing, Prototyping, Illustrations, Branding, Graphic Design, Design Systems, HTML/CSS, Javascript, React Native, Unity, Python

Tools: Figma, Invision, Sketch, Adobe XD, Illustrator, Photoshop, AfterEffects, Premiere Pro, Balsamiq, InDesign, Canva, Webflow, Balsamiq, Animate, Blender, Firefly