

Education

- 2013-2014** **Carnegie Mellon University**
Master of Human-Computer Interaction
- 2009-2013** **York University and Sheridan College (joint program)**
Honours Bachelor of Design with Professional Certificate in Digital Design
Summa cum laude; Dean's Honour Roll; Diti Katona and John Pylypczak Award;
Andrew Tomcik Award; Golden Key International Honour Society member

Experience

- 2014 to present** **Workfusion – User Experience Designer**
- Led design strategy, user research, and UX design for SaaS B2B startup focusing on automation for major enterprise clients.
- Successfully applied Lean UX methodology to research, design, and build a POC in 1 week, leading to \$500,000 annual contract.
- Improved the speed of document data extraction by 20% by designing, testing, and implementing a new interaction technique.
- Designed and helped implement a user testing process that reached 6,000 daily participants.
- Improved the speed with which chat agents handled queries through efficient UX, from upwards of 15 minutes down to 10 seconds.
- Led a cross-disciplinary team to rapidly iterate on new features, reducing development time by 50%.
- Reduced the amount of full-time employees necessary to process documents by 80%, by designing a predictive annotation interface.

- 2013** **The Ubi – Web App Designer**
- Designed the onboarding process, dashboard, and control panel for a ubiquitous computing device.

- 2012** **BSM Wireless – Web Designer**
- Developed new information architecture for corporate website.
- Designed and implemented a new website that effectively presented key information to clients through clear hierarchy and navigation.
- Designed print collateral to support the message delivered through the company website.

Project Highlights

- 2014** **Opus (In partnership with Google Shopping)**
- As Creative Lead, conducted user research and design for a retail experience that builds relationships between stores and shoppers.
- 2013** **Presentable (In partnership with BNY Mellon)**
- Led an undergraduate team in designing a touch-table system for building trust in corporate partners through presentation tools.

Design Skills

- Information Architecture
- Wireframing
- Interface Mockups
- Storyboarding
- Bodystorming
- Personas & Scenarios
- Video Sketching & Editing
- Responsive Design
- Mobile UI Design (iOS, Android)
- Interface Animation
- Typography & Layout
- Adobe Photoshop, InDesign, Illustrator, Premiere, After-Effects

Development Skills

- JavaScript and jQuery
- HTML5 and CSS3
- Android Java
- PhoneGap/Cordova
- Processing and Arduino
- Wordpress and Drupal

Research Methods

- Participatory testing
- Heuristic evaluations
- User interviews
- Think-aloud testing
- Log analysis
- Cognitive walkthroughs
- A/B testing
- Contextual inquiry
- Competitive analysis
- Survey design & analysis
- Task analysis
- Fault tree analysis
- Concept mapping
- Conceptual models
- PACT analysis
- Affinity diagramming