

## Experience

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**2017 to present**

### **Bloomberg LP** – User Experience Designer

Designed self-service discovery and purchase user flows that reduced the data acquisition process from weeks to seconds.

Designed data request tool, eliminating the need for month-long IT projects before non-technical end users could receive data.

Developed an ontology of concepts to align product, engineering, support team, and user understanding of platform elements.

Collaborated with designers and stakeholders across business units to create a design system and drive its adoption.

Served as product manager for an engineering team, increasing the frequency of value delivery from quarterly to sprint-by-sprint.

**2014 to 2017**

### **Workfusion** – User Experience Designer

Successfully applied Lean UX methodology to research, design, and build a proof of concept in 1 week, leading to \$500,000 annual contract.

Improved the speed of document data extraction fivefold by developing and testing new interaction techniques.

Improved the speed with which chat agents handled queries through efficient tooling, from upwards of 15 minutes down to 10 seconds.

Designed and helped implement a user testing process that reached 6,000 daily participants.

Organized a cross-disciplinary team to rapidly iterate on new features, reducing development time by 50%.

### **Design Skills**

- Personas and scenarios
- Storyboarding
- Information architecture
- Wireframing
- Prototyping
- Interface mockups and animation
- Design writing and UI micro-copy
- Mobile and responsive UI design
- Graphic design and typography
- Video sketching and editing
- Design critique

### **Research Methods**

- A/B testing
- Affinity diagramming
- Cognitive walkthroughs
- Competitive analysis and domain research
- Conceptual models
- Contextual inquiry and field research
- Fault tree analysis
- Heuristic evaluations
- PACT analysis
- Survey design & analysis
- Task analysis
- Think-aloud testing

### **Technical Knowledge**

- Agile and Lean product management
- HTML, CSS, JavaScript
- Linked data
- RESTful API design

## Education

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**2013 to 2014**

### **Carnegie Mellon University**

Master of Human-Computer Interaction

**2009 to 2013**

### **York University and Sheridan College (joint program)**

Honours Bachelor of Design with Professional Certificate in Digital Design; *summa cum laude*.