



Product/Interaction Designer

I bring life to **Interfaces, Product & Design Systems**, crafting experiences and services in **SaaS & innovative web apps** that put users 1st.

EXPERIENCE

Product Designer / Later

MAR 2022 - OCT 2023, HYBRID - VANCOUVER

- Led growth design with cross-functional teams, improving user satisfaction and business metrics, 80%+ accuracy in user data profiling & 67% customer conversion for mobile web.
- Optimized onboarding, analytics, and trial-checkout designs for the new growth strategy.
- Contributed to the design team, maintaining the design system: CSS, Figma UI components, and written documentation, creating cohesive and scalable UI components.

Projects: App Onboarding, Analytics Dashboard, Growth Design, Design System, Mobile Web Responsive

UX/UI Designer (Contract) / CodeCast

OCT 2020 - FEB 2022, REMOTE - VANCOUVER

- Created user flows, wireframes, prototypes, and high-fidelity mockups for CodeCast products as the only designer from 0-to-1.
- Conducted user research, surveys, interviews, and usability testing to gather insights and inform and optimize product design decisions.

Projects: Media Player & Community Portal, Recording App, Brand Guide, Marketing Sites, NFTs

Product Designer (Contract) / CCILearning

AUG 2019 - APR 2020, HYBRID - LANGLEY

- Updated the online learning platform's design to optimize the usability issues and sign-in/up in collab with the product manager, educational instructor and developers.
- Gamified student's learning module to increase student's satiation.

Projects: Online Learning Platform, CMS, Design System/Style Guide, Graphic Assets

UI Designer / Flight Centre Canada

FEB 2019 - JUN 2019, VANCOUVER

- Designed and implemented CSS for the checkout flows, landing pages, and email newsletters for the travel E-commerce site, solving tech debt.
- Established the groundwork of the design system for the E-commerce site from 0-to-1.

Projects: Travel E-commerce Flows, Email Newsletters, Design System/Style Guide

UI Designer (Contract) / NGX Interactive Agency

SEP 2018 - JAN 2019, VANCOUVER

- Led visual experience on interactive exhibition with a focus on storytelling in collab with the agency's creative team for their client.
- Created the vision board & design assets for completing the client's vision.

Projects: City of Delta, Boundary Bay Airport - Interactive Exhibit

UI Designer & Front-End Developer / LoginRadius

JUN 2016 - JUN 2018, VANCOUVER

- Developed and implemented front-end code using HTML, CSS, and JavaScript to create interactive and responsive marketing sites for achieving business strategy.
- Led the design team for LoginRadius, and mentored other designers for design.

Projects: IAM Web app, Marketing Sites, Graphic & Communication Designs

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SKILLS

Products

Human-Centred Design, HCI
End-to-end Product Design
Planning, Research + Strategy
Design + System Thinking
Wireframing + Prototyping
Usability Testing

Design

Design Systems: Pattern Library
Zeroheight/Zeplin
Brand/Style Guide
Graphic/Visual/Illustration
Figma/Sketch
Adobe CC (Ai, Ps, Id, XD, Ae)
3D Modelling (basic)

Development

Responsiveness/Adaptive Web
Front-end Design
HTML + CSS, Js
Preprocessor (Jade, SASS, Stylus)
BEM, SMACSS, Atomic Design
Bootstrap/Material Design/Tailwindcss

Toolkit

ChatGPT, Generative AI, Notion, Google
Workspace, Jira, Asana, Webflow

EDUCATION

Simon Fraser University

BA, Interactive Art + Technology: Design &
Media Art Major | Digital Publishing Minor,
with Co-op program

2010 - 2016, Vancouver

Lighthouse Labs

Introduction to Web Development,
Part-time Certificate

2021, Vancouver

ACTIVITIES

Vanhacks: Social for Good

2018, Vancouver

Designed and assisted in CSS dev, built a
mobile app reporting system with a web
dashboard for Ocean Wise