

## #CareerObjective {

Dedicated and innovative UI/UX Designer with a strong foundation in computer science. Seeking to leverage expertise in design, usability, and technology to create intuitive and impactful digital experiences. Committed to collaborating with diverse teams to deliver user-centric solutions that drive business growth and customer satisfaction.

## } #Skills {

- **Tools:** Figma, Miro, Generative AI, AzureGPT, Midjourney, Pendo, Paligo, Jira, MS Office Suite, Google Workspace & WebFlow
- **Professional Skills:** Design System, User Experience, User Journey, User Mapping, Prototyping, Responsive Design, Storytelling, Interaction Design, Wireframing & Information Architecture
- **Research Skills:** Usability Testing, User Surveys, User Interviews, 5-Second Test, UserZoom, A/B Testing & Competitive Analysis
- **Programming Tools:** HTML, CSS, JavaScript, XML, Java, Kotlin, Python, SQL, C#, C++, C & Git/GitHub
- **Qualitative Skills:** Creativity, Critical Thinking, Collaboration, Technical Communication, Adaptability & Time Management

## } #ProfessionalExperience {

### Content Designer (co-op)

Sep 2023 – Dec 2023

#### PointClickCare

Mississauga, Canada

- Revised **Figma** prototypes following internal design guidelines to ensure parallelism and readability for more cohesive user interface
- Used AzureGPT **AI** to enhance content articulation, improving usability for **30,000+** healthcare providers and reducing user query response time
- Implemented in-app assistance using **Pendo**, resulting in elevated customer service solutions and increase in user satisfaction score
- Developed structured content with **Paligo** for Q4 2023 product release notes, ensuring comprehensive documentation for end-users

### UX Designer (co-op)

May 2023 – Aug 2023

#### Autonomic (Acquired by Ford Motor Company)

Toronto, Canada

- Re-designed core product console homepage using **Figma**; refined user pain points based on **personas**, optimized content structure, and personalized user experience
- Centralized redirection behaviours on homepage, improving user routing and reducing bounce rate by **40%** while increasing monthly user retention rate by **60%**
- Created company's first **design system** documentation template, detailing components such as buttons and selection controls, covering usage, anatomy, variants, formatting, placement, best practices and accessibility
- Enhanced overall user satisfaction by systematically addressing and resolving key usability issues identified via **user interview** and **data analysis**

### UX Designer (co-op)

Sep 2022 – Dec 2022

#### DOZR

Kitchener, Canada

- Designed the first global top navigation bar and footer using **Figma**, ensuring quick navigation, search and call functionalities; increased checkout rate by **30%** within first month of release
- Led **usability testing** for newly designed homepage, creating test plans and summarizing insights to validate hypotheses; presented results and recommendations to teams to inform implementation of key changes
- Collaborated with product managers, engineers and **cross-functional** teams to redesign internal tools, **doubling** internal staff working efficiency
- Designed landing pages via **WebFlow** for new services and business partners, using competitor research to implement content structure patterns
- Ensured **SEO** optimization and consistency in design elements, enhancing overall user experience and meeting business requirements

## } #EducationalBackground {

### Bachelor of Science: Computer Science

Sep 2019 - May 2024

#### University of Waterloo

Waterloo, Canada

- **Specialization** in Human-Computer Interaction (HCI); **Minor** in Digital Arts Communication (Media Arts)
- **Cumulative GPA:** 3.7/4.0

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