



SUMMARY

Product Designer with **7+ years** of experience designing end-to-end membership, automotive and telecom service products. Strong in interaction design, prototyping, and usability testing, focused on simplifying complex workflows and driving measurable improvements.

WORK EXPERIENCE

CAA | Toronto, Ontario*Lead Product Designer*

October 2022 – Present

- Established a usability testing practice and translated research insights into a Needs Assessment tool achieving a **76%** completion-to-purchase conversion rate, significantly increasing membership sales
- Designed and executed A/B tests across key conversion points, contributing to **\$233K** in incremental annualized revenue and improved Click-Through-Rate (CTR)
- Led end-to-end design process for high-impact product projects, leveraging AI as a core step, and collaborating closely with cross-functional teams to deliver seamless experiences

BMO Stackt Branch | Toronto, Ontario*Consultant, Digital Designer*

October 2021 – September 2022

- Designed a digital and cohesive visual identity for @BMOstackt - Canada's first experiential banking branch resulting in a **900%** growth (300 to 3000 followers)
- Applied UX research methodologies (on-site observation and user feedback) to iterate on content design, directly improving post utility and event discoverability for the target audience

CGI | Mississauga, Ontario*Consultant, Business Systems Analyst*

December 2018 – September 2021

- Translated complex requirements into clear user flows and high-fidelity mockups for internal tools, aligning stakeholders, developers, and clients
- Supported user acceptance testing (UAT) while working with developers to ensure accurate design implementation and resolve UX-related defects

Not Just Cheese | Toronto, Ontario*Co-founder & Lead Designer*

August 2020 – July 2021

- Co-founded charcuterie and cocktail kit business, generating **\$10K+** revenue, 1000s of social media followers and featured in top digital magazines including Narcity, TheChewReview and ToDoToronto
- Designed the end-to-end digital experience including website, packaging, branding, and in-person usability testing to improve purchase flow and repeat orders

EDUCATION

Bachelor of Global Business and Digital Arts,

University of Waterloo, Waterloo, ON

September 2014 – May 2018

National University of Singapore, Singapore

Exchange Student studying Visual Design, Digital Humanities, Southeast Asian Studies

January - May 2017

SKILLS

Figma • AI • Wireframing • Interaction Design • Prototyping • Usability Testing • A/B Testing • User Research • Information Architecture