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Profile

Technology obsessed, smart home living designer who loves to build useful software products and experiences that delight.

Experience

Director of Product Design, AdParlor; Toronto, ON — 2015-Present

- Managed Product Design, Client Design and Marketing Design teams
- Launched a creative-at-scale product + service initiative
- Measured KPIs and financial impact of features
- Met with clients to pitch new business and gather product feedback
- Ensured the highest standard of design and user experience

Product Designer, AdParlor; Toronto, ON — 2013-2015

- Designed and oversaw launch of new SaaS platform
- Implemented a design methodology and UI pattern library
- Advocated for tools to streamline the design-to-build process
- Hired additional product designers

UX/UI Designer, Achievers; Toronto, ON — 2011-2013

- Designed white label recognition platform for international customers
- Produced sketches, wireframes, mockups and prototypes
- Gathered and evaluated user requirements in collaboration with product managers, engineers and customers

Graphic Designer, Watt International; Toronto, ON — 2003-2005

- Designer on the McDonalds Canada account
- Designed initial concepts for digital motion menu boards
- Conceptualized and designed McCafe brand pieces
- Conceptualized and designed Filet-o-Fish "Get Hooked" campaign

Education

Digital Design Diploma, Vancouver Film School, Vancouver, BC — 2010

Skills

Attention to Detail • User Experience Design • Interface Design • HTML
CSS • Social Advertising • Retail Marketing • Mobile UX/UI • Typography
Leadership • Organization • Time Management • Conflict Resolution

References available upon request.