

Work Experience

Product Designer | BMO Financial Group, June 2019 - Present

- Lead designer of the Account Opening product: Lead the conceptualization and development of the product and mentor other designers. Increased customer onboarding usability score by 36%.
- Facilitate journey mapping workshops and usability testing sessions.
- Lead the development of accessibility guidelines.

Visual Designer | BMO Financial Group, November 2017 - June 2019

- Led modernization of new account applications through facilitating user research and testing. Resulted in a 10% completion rate increase for new accounts.
- Led a project to unify design teams and product owners along various lines of business, with the goal of improving the customer experience through more cohesive UX and visual design patterns.

Professor, Art and Design | Centennial College, September 2017 – Present

- Educate students in design thinking. Topics include the difference between art and design, scenarios and applications for each, and applying good practices to deliver products that balance form and function.
- Work with program coordinator and other educators to increase student engagement and satisfaction, and increase the value of the course content.

Graphic Designer | Brightworks, January 2017 – November 2017

- Created unified brand experiences by designing apps, websites and print materials. Executed brand concepts and took ownership over brand identities. Notable clients included RBC Royal Bank, Becton Dickinson, and Eli Lilly.
- Acted as lead designer for RBC Royal Bank's digital marketing team. Accountable for creative assets for campaign micro websites, like RBC's Petro Canada credit card offer. Conducted knowledge share-out with the creative team at Brightworks.

Senior Designer | Hewitt & Johnston Consultants, May 2014 – January 2017

- Creative lead on user journeys for digital and print mediums. Responsible for UX and visual design for all products, facilitating client and stakeholder meetings, presenting creative material, and reviewing work of junior designers.
- Created an award-winning microsite for Humane Society International. Other notable clients included Amnesty International, World Wildlife Fund, and the NHL.

Web Interface Designer | Hewitt & Johnston Consultants, May 2012 – April 2014

- Designer on various projects and campaigns. Collaborated with creative team to execute projects for clients, such as websites, landing pages and emails.

UX/UI Designer | Centennial College Research and Development Centre, April 2011 – May 2012

- Designed and developed an educational app to create awareness of the importance of global citizenship.
- Acted as a mentor for design students.

Awards & Certifications

BMO Innov8 Hackathon | First place for best app solution, 2019

Association of Registered Graphic Designers (RGD) | Certification, 2016

Colleges Ontario Premier's Award | Creative Arts & Design Nominee, 2016

RGD So(cial) Good Award | Not-For-Profit Client-Initiated Project, 2015

Education

Graphic Design | Centennial College, Advanced Diploma, 2010 - 2012

Art & Design Foundation Studies | Centennial College, Certificate, 2009 - 2010

Skillset

Adobe Photoshop | 10 years of experience

Adobe Illustrator | 10 years of experience

Invision | 8 years of experience

Sketch | 5 years of experience

Adobe XD | 4 years of experience

Axure | 2 years of experience

Figma | 1 years of experience

Languages

English | Fluent proficiency

French | Professional working proficiency