

HIGHLIGHTS

I'm a UX/UI designer with 7 years experience finding design solutions that both meets business goals and delights users. I have worked on a diverse set of products including launching NPX Now; a SaaS product for Satmetrix, launching SoHalo Engagement Marketing platform and designing various web and mobile projects for Google, Adobe and PayPal. I have been involved in all stages of design from initial concept to user testing ideas to working closely with engineers to implement the final product.

EXPERIENCE

UI/UX Designer
Satmetrix*Jan 2016 - Present*

- Launched NPX Now; a SaaS product for Satmetrix.
- Created a design system that helps to improve the Survey building capabilities
- Improved Satmetrix left-rail navigation system and added a folder management to its Analytics menu
- Build a feature that allows user to send out survey using multiple brands.
- Created marketing assets to help launching Satmetrix UNITE conference in New Orleans 2016.

UI/UX Designer
SoHalo*Aug 2014 - Dec 2015*

- Launched SoHalo Engagement Marketing platform that allows brand marketers convert customers by rewarding customers' social and digital actions with offers, and contests on social media channels.
- Helped to complete the design of customers experiences on behalf of Sohalo's clients, steadfastly implementing client brand guidelines and co-branded campaign materials
- Created Sohalo visual brand guidelines and corporate sales materials including sales decks, the corporate website and press kits

UI Designer / Art Director
Epsilon*Jul 2013 - Jul 2014*

- Collaborated with Google team to design Google Education Directory platform that helps K-12 educators connect with Google Experts.
- Streamlined the visual design assets for Adobe Acrobat products.
- Assisted creative director for new client acquisitions design work such as Prism Skylabs, Endicia and CPS Energy.

UI Designer /Art Director
Publicis*Oct 2012-Jun 2013*

- Launched two year consecutively Escape the Mall digital marketing campaign for PayPal Canada.
- Led a full scale redesign of PayPal Canada Shopping page
- Collaborated with PayPal US team to redesign PayPal Canada websites.

Graphic Designer
Publicis*Sep 2010- Sep 2012*

- Assisted Art Directors in creating rich media banners, emails and website landing pages for brands such as Coca- Cola, LG, Rogers Network, Bluelites and Purina.
- Helped support ongoing client projects through the development of production ready graphics and illustrations for multiple campaigns.

TOOLS

Sketch • Adobe Creative Suite • Invision • Principle