

British Columbia based Sr. UX Designer & Design Director with 20 years of hands-on experience working for agencies, startups and client-side with both enterprise SaaS companies and online brands.

WORK HISTORY

Sr. Product Designer — Varsity Tutors (A Nerdy Company)

January 2022 to January 2024 • Remote

- Driving ambiguous zero-to-one, design work for two separate online platforms.
- Designed the first ever Varsity Tutors for School platform.
- Spearheaded the first token-based design system.
- Helped drive cross-org alignment between design and engineering.

UX Design Lead — Amazon

May 2020 to January 2022 • Remote

- Lead design and testing projects to make search and filter improvements.
- Led projects with large cross-functional teams with numerous stakeholders.
- Made job application improvements to reduce manual hours for hiring teams.
- Worked cross functionally to deliver a new component system.

UX Design Lead — HyperComply

March 2019 - February 2020 • Remote

- Strategic first hire by company founders.
- Led all design initiatives from initial concept to MVP launch.
- Design thinking led to value added browser extension tools.
- UX improvements led to increase in revenue for software subscription.

Director, Design & Experience — Paycase Financial

Aug 2017 - Mar 2019 • Remote

- Strategic first hire by Chief Technology Officer.
- Was responsible for defining product requirements, presenting to stakeholders.
- Successfully shipped two cryptocurrency applications.
- Led UX improvements that increased monthly engagement.

Design Lead, Mobile Apps — Lululemon Athletica

March 2015 - June 2017 • Vancouver, BC

- Raised the app store rating from 2.5 stars to 5 stars.
- Designed lululemon's first ever Android app.
- UX work led to a reduction in call centre complaints, store level inventory calls.
- Drove UX improvements and iterative testing in account, check out and browsing.

Sr. UX Designer — Hootsuite

March 2014 - March 2015 • Vancouver, BC

- UX work led to identifying top of funnel improvements for marketing website
- Supported stakeholder initiatives with wireframes, prototypes, and test results.
- Worked cross-functionally with brand team to deliver comprehensive guidelines.
- Implemented the first ever HootSuite University for social knowledge sharing.

Sr. User Interface Designer — Engine Digital

December 2011 - November 2013 • Vancouver, BC

- Provided interface design and visual direction for a wide variety of agency clients.
- Assisted in pitching design concepts to client-side stakeholders.
- Worked cross-functionally with engineering to deliver interactive prototypes.
- Worked with UX designers to test and validate concepts.

Sr. User Interface Designer — Electronic Arts (EA)

January 2009 - December 2011 • Vancouver, BC

- Led interface design for two releases of FIFA Ultimate Team.
- Designed and maintained GUI interface standards for next gen consoles.
- Mentored junior designers who supported game title design leads.
- Some out-of-the-box thinking led to a brand new stylized player card.

Designer/Developer — GoodSir (formerly Artistech)

May 2004 - Apr 2008 • Kelowna, BC

- Was responsible for both design and development of customer facing websites.
- Leveraged working knowledge of Flash, HTML and CSS/Javascript.
- Projects included working across Real Estate, Tourism, and Film verticals.

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EDUCATION

British Columbia Institute of Technology

Web Development Diploma

2014 - 2015 • Vancouver, BC Canada

Center for Arts & Technology

Digital Environments & Interactive Design, New Media

2002 - 2004 • Kelowna, BC Canada

CORE SKILLS

- Wireframes and information architecture
- Prototyping
- High fidelity UI design
- Design systems + component libraries
- Design direction and providing feedback
- Data-driven decision making
- Testing and research
- Accessibility standards
- Team building (mentoring, interviewing)

REFERENCES

References are available upon request