

LEAD PRODUCT DESIGNER | LEAD USER EXPERIENCE DESIGNER

As a seasoned UX designer, I specialize in designing intuitive, efficient, and user-centric solutions for diverse digital environments. I excel in leading cross-functional teams to create seamless experiences across a range of platforms. My expertise spans information architecture, interaction design, service design, user research, creating scalable design systems and prototypes. Passionate about accessibility, performance metrics, and continuous improvement, I thrive in collaborative environments and lead efforts to optimize digital services and user interfaces to meet business goals.

- Led cross-functional teams at CAE Inc. and OpenText to develop and implement strategic roadmap plans for online portals, impacting training effectiveness and user engagement metrics.
- Championed the enhancement of UX workflows and information architecture, resulting in significant improvements in user interaction and task efficiency.
- Conducted rigorous user research and testing to inform persona development and user journey mapping, aligning design solutions with user needs and business objectives.
- Strong communication and problem-solving skills with ability to break down and explain complex topics.
- Background in Computer Science and New Media design allows flexibility to work alongside both software engineers and designers.
- Mentor and advise fellow User Experience (UX) professionals in the industry and academia as an instructor at University of Toronto School of Continuing Studies.
- Driven to succeed, dedicated, independent, and work well with teams and upper management by applying superior cross-functional communication, collaboration, leadership, strategic thinking and reporting.

TECHNICAL SKILLS:

- Expertise in MS Office, Figma, Sketch, Miro, Visio, OmniGraffle, Axure RP, InVision, Lucid chart, Mural and Adobe Creative Cloud. Adept in HTML, XML, CSS, JavaScript, SQL and Visual Basic.
- Utilized project management tools link Jira, Trello, Confluence, Slack, Teams, SharePoint and Aha! to facilitate seamless collaboration and project tracking across teams.
- Ensured WCAG 2.1 accessibility compliance in the design of solutions for responsive design, applications

PROFESSIONAL EXPERIENCE

CAE Inc., Remote

April 2021 – April 2024

Lead Product Designer

Led cross-functional teams including Product Owners, Business Analysts, Visual Designers, and Engineering to solve complex data-related issues by integrating user needs, business requirements, and system constraints.

- Contributed to strategic and product roadmap planning for online portal dashboards, impacting RISE Head of Pilot training, RISE Pilot training (with microlearning initiatives), and Healthcare products supported by CAE.
- Designed and managed a dashboard for C-suite executives to monitor company growth, employee performance, and financial progress.
- Collaborated with SMEs to gather qualitative and quantitative data, ensuring design functionality aligns with user needs and industry standards.
- Enhanced an online portal for Head of Pilot trainers with real-time analytics, reducing loading time by 60% and increasing new customer acquisition by 30%.
- Improved information architecture of the Head of Pilot training portal, cutting required clicks in half (by 50%).
- Implemented healthcare dashboard solutions to provide instructors with comprehensive post-session feedback summaries, effectively decreasing the time spent on this task, previously taking 30 to 40 minutes, and limited to observed session details.
- Conducted research, user interviews, user testing (including UAT and A/B testing), and developed personas and journey maps; provided mentorship and coaching to design team members (design reviews) and facilitated role transitions within the organization to foster competence, morale and retention of top talent.

OpenText Corporation, Toronto, Canada

February 2018 – May 2021

Principal User Experience Designer

Focused on Magellan BI and Reporting and Magellan Data Discovery (B2B enterprise analytics SaaS cloud-based products) to develop solutions exceeding consumer needs and simplifying workflows in a DevOps environment; collaborated across teams (including program management and development teams) to enhance product features focusing on user engagement, satisfaction and accessibility.

- Created a new persona for business analytics users through rigorous research and testing, influencing the development of multiple new features. This persona was utilized by other product teams.
- Partnered with researchers to create and execute scripts and prototypes for user testing sessions and enhanced the design of the filter, parameters, and dynamic parameters feature, significantly streamlining user interaction from 3 steps to just 1, ensuring a more intuitive user experience.
- Designed a Theme Editor inclusive of accessibility features, identified through research revealing a need among business users.
- Notable features shipped include Theme Editor, Auto Layout, Global Filtering, Bookmarking, implementation of Heatmap and Sankey chart types and a new UI for Magellan Data Discovery and workflow for business users.

Innocean Worldwide Canada, Toronto, Canada, (short term contract) October 2017 – January 2018

Senior User Experience Designer

Collaborated with various teams to develop a vision and UX strategy for client objectives based upon their target consumers. Produced UX documentation including process flows, wireframes, and interactive prototypes for diverse projects.

- Developed UX strategy for client objectives, contributing to high conversion rates in product launches like Kia Stinger that was WCAG 2.0 compliant.
- Clients included Kia Canada and Merrell.

Royal Bank of Canada, Toronto, Canada

April 2015 – October 2017

Senior User Experience Designer, Digital User Experience

Assisted in drafting business requirements specification documents, wireframes and functional specification documents by gathering input from business sponsors, analysts, project managers, IT teams, and considering system constraints across multiple business units across the different product departments.

- Implemented digital workflow solutions that transformed previous offline and manual processes, reducing personnel requirements from 2-3 individuals to just 1.
- Facilitate user testing to conduct research and testing of proposed solutions or key features; developed usability testing scripts, interview guides, and functional prototypes for diverse projects to gather user feedback and assess market readiness.
- Mentored junior team members and shared UX knowledge with stakeholders and developers.

PREVIOUS EXPERIENCE: kbs+ Toronto - Lead Information Architect → OgilvyOne Worldwide - Senior User Experience Architect → Brightworks - Information Architect → Twist Image - Information Architect / User Experience Designer → henderson bas kohn - Information Architect → MacLaren McCann - Information Architect

EDUCATION

NN/g UX Certification - Courses: UX Deliverables, Emerging Patterns for Web Design, Analytics and User Experience

Certified Basadur Facilitator, Basadur Applied Innovation

Certified Associate Database Administrator, Oracle University

Honors Bachelor of Science (HBSc) in New Media Design and Computer Science programs, University of Toronto

Completed the New Media Design program which covered topics such as web design, multimedia, project management and team fundamentals, Centennial College at the Centre for Creative Communications