

Summary

Results-driven Product Designer with a track record of designing intuitive, high-impact user experiences across web and mobile applications. Expertise in AI-driven UX, user research, accessibility (WCAG), and data-informed design decisions. Passionate about creating seamless, scalable, and user-centered interfaces while collaborating cross-functionally in fast-paced, agile environments. Adept at translating complex research into engaging, frictionless digital experiences that drive engagement and conversion growth. I thrive at the intersection of technology, design, and strategy, delivering high-quality, innovative products that enhance user interactions and business outcomes.

Skills & Expertise

- UX/UI Design | Interaction Design | AI-Driven Product Design
- User Research | A/B Testing & Data-Driven Design | Prototyping
- Accessibility (WCAG) | Design Thinking | Visual & Motion Design
- Mobile & Web Product Design | Design Systems | User-Centered Design
- Stakeholder Management | Agile & Cross-Functional Collaboration
- Figma, Sketch, Adobe XD, InVision, Framer, Jira, Miro

Work Experience

Product Designer & Founder at RYI

May 2024 – Present

- Designed and launched a user-friendly social media evaluation platform, increasing user trust by 30%.
- Conducted in-depth qualitative research to define product-market fit, directly improving conversion rates by 40%.
- Developed interactive prototypes and user flows that streamlined the onboarding experience, boosting engagement by 20%.
- Worked in an agile environment, quickly adapting designs based on AI-driven insights and user feedback loops.

Senior Product Designer - MindEase

Jan 2022 – April 2024

- Led end-to-end UX/UI design efforts, driving a 25% increase in user engagement.
- Translated complex AI-driven insights into intuitive, high-impact interfaces, ensuring seamless user interactions.
- Conducted A/B testing and iterative design research, improving user retention by 20%.
- Spearheading advanced accessibility initiatives, ensuring compliance with WCAG standards to enhance inclusivity.
- Collaborating with cross-functional teams to refine AI-driven interactions, ensuring seamless alignment between AI model behavior and user expectations.

Education

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| UX Design Certificate - Grow with Google, Coursera | Jan 2023 |
| AI For Everyone Certificate - DeepLearning.AI | Jan 2024 |
| BA Hons in Business Administration - York University | 2006 - 2010 |
| Business Administration Diploma - Seneca Polytechnic | 2005 - 2006 |