

Summary

Product Designer with 4+ years of experience designing data-driven web and mobile products. Skilled at translating complex workflows into intuitive user experiences through interaction design, scalable design systems, and high-fidelity prototyping. Experienced using AI tools and design engineering workflows to accelerate product design, ideation, and prototyping while collaborating closely with product managers and engineers to deliver impactful user-centered solutions.

Core Skills

Product Design • UX/UI Design • Interaction Design • User Research & Usability Testing • Design Systems & Component Libraries • Product Strategy & Problem Definition • Information Architecture • Cross-Functional Collaboration • Accessibility (WCAG) • A/B Testing & Iterative Design

Tools

Figma • Sketch • Adobe XD • Claude • Perplexity • Vercel • Figma Make • Gemini • Framer • Claude Code

Professional Experience

Founder & Product Designer at RYI

Remote | May 2024 – April 2026

Designed and developed a creator-brand alignment platform focused on improving decision-making within the influencer marketing ecosystem.

- Led **end-to-end product design**, from concept and problem definition through high-fidelity prototypes.
- Designed **core product experiences and interaction flows** for creator discovery, evaluation, and platform navigation.
- Built a **scalable design system using atomic design principles**, enabling consistent UI components and faster iteration.
- Simplified complex marketplace workflows into **clear user flows and structured information architecture**.
- Conducted **usability testing and iterative design improvements**, incorporating feedback from stakeholders and users.
- Collaborated closely with **engineers and product stakeholders** to ensure design feasibility and alignment with product goals.
- Delivered **high-fidelity prototypes in Figma** to communicate product vision and guide implementation.
- Improved platform engagement by **20% through UX and workflow optimization**.

Product Designer - MindEase

Remote | Jun 2023 – May 2024

Designed a digital wellness platform focused on helping users build sustainable mental wellness habits.

- Led **end-to-end UX/UI design**, including research synthesis, user flows, wireframes, interaction design, and visual design.
- Simplified complex behavioral workflows into intuitive user experiences that improved product usability.
- Built and maintained a **centralized design system**, replacing fragmented UI elements with reusable components.
- Applied **WCAG accessibility standards** across product flows, improving usability and reducing user drop-off by ~40%.
- Created **high-fidelity prototypes and interaction models** to validate design concepts and communicate design direction.

Education

AI for UX - Design Lab	Nov 2025
AI For Everyone Certificate - DeepLearning.AI	Jan 2024
Google UX Design Certificate - Coursera	Jun 2023
BA Hons in Business Administration - York University	2006 - 2010
Business Administration Diploma - Seneca Polytechnic	2005 - 2006