

ACADEMIC EXPERIENCE

Product Designer

September 2025 - December 2024

Mountain Equipment Company

- Partnered closely with stakeholders to design and prototype app visuals in Figma, aligning deliverables with MEC's brand identity and sustainability values
- Led a collaborative design team, maintaining project organization and ensuring deadlines were met throughout the app development cycle
- Presented and iterated on design concepts based on stakeholder feedback, strengthening brand storytelling across key touchpoints

UI/UX Designer

January 2024 - March 2024

Food Stash (FLUI Hackathon, Feb 2026 | 3 Days)

- Led design and prototyping for a non-profit website redesign, placing 3rd among 32 teams
- Audited site architecture and identified 3 core friction points across navigation, booking, and content engagement, informing a full redesign of the information architecture and nav system
- Designed an interactive rental map and self-serve booking flow to replace a back-and-forth email system, paired with micro-interactions and custom illustrations to strengthen brand identity and guide CTAs

DESIGN EXPERIENCE

UIUX Designer

March 2024 - May 2024

Yeezy

- Collaborated with cross-functional teams to design digital experiences aligned with Yeezy's brand vision and user needs
- Translated brand constraints and feedback into iterative design solutions through prototyping and refinement in Figma
- Delivered work that received direct recognition from Kanye West, validating design direction and brand alignment

Designer

January 2026 - Present

Nourish Candy

- Translated brand strategy into actionable design decisions through regular creative direction sessions with PM
- Designed a pitch deck used at the League of Innovators competition, contributing to a 2nd place finish and \$2,500 won for the business
- Collaborated on concept development and iterative refinement, bringing brand values to life across cohesive visual deliverables

EDUCATION

Simon Fraser University

B.Sc in Interactive Arts + Technology

Sept 2022 - Present

SKILLS

Design

Graphic Design, Content Design, Product Design, UI + UX Design, Quantitative/Qualitative Research, Prototyping, User Personas, Affinity Mapping, Design Systems,

Software

Figma, AdobeCC (Photoshop, InDesign, Illustrator, After Effects, Premier Pro), Microsoft Office Suite, ClickUp, HTML/CSS