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## SHORT BIO

I am a seasoned UX / UI designer whose strength lies in creating user-friendly pixel-perfect on brand interfaces. I also possess an innate ability to collaborate with developers as I have extensive knowledge of both design and code. During my career, I've worked with many startups and design teams on Lean UX and Agile process. I have been very fortunate to have my responsive design work nominated as a national finalist and published in design Edge Canada.

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## FORMAL EDUCATION & CERTIFICATIONS

2015 FITC - Courses

**Sketch & Prototyping Certificate**

2008 Ryerson University

2009 **Post-Secondary course - New Media**

2005 George Brown College School of Design

2008 **Completed 3 years of communication design – Deans honor list**

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## SOFTWARE

- > Adobe Illustrator
- > Adobe Photoshop
- > Adobe InDesign
- > Sketch / Zeplin
- > Invision

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## METHODS

- > Business model canvas
- > Competitive analysis
- > Persona creation
- > User journey creation
- > Wireframing & Flowcharts
- > Prototyping
- > QA testing

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## KUDOS

- > Logolounge award - published
- > Redgees finalist
- > Horizon Interactive award
- > George Brown College mentor



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## OVERVIEW OF PROFESSIONAL EXPERIENCE

April 2012  
Present

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Junction Design  
**Senior Designer**

- > Worked with senior product and service design team of researchers, strategists, subject matter experts and developers, creating better solutions by replacing bias with real user data.
- > Competitive research, user interface, and interaction design for major brands & institutions.
- > Visual identity design, wireframing and style guide for project assets.

May 2011  
March 2012

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The Works  
**Interface Designer**

- > Worked as UI designer with art directors and developers to achieve engaging & functional responsive websites.
- > Designed various corporate sites for Loblaw's Companies Limited, Agnico-Eagle Mines and more.

June 2010  
Sept 2010

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Normative  
**Contract Designer**

- > Worked in collaboration with design and development teams on a day-to-day basis to create optimal information architecture, and interaction design for large-scale CMS and E-commerce projects.
- > Contract web designer for Virgingaming.com, designing various section through the website.