

WORK EXPERIENCE

UX Researcher & UI Designer

BC Brain Injury Association

Jun 2024 - Feb 2025

- Conducted heuristic evaluations on over 12 popular web pages, identifying major usability issues and accessibility gaps.
- Facilitated 9 usability testing sessions with brain injury survivors and their caretakers, using the think-aloud method, to gather usability feedback on navigation and content clarity.
- Synthesized findings using affinity mapping and an impact-effort matrix to derive insights and prioritize high-impact improvements.
- Redesigned and prototyped key pages in Figma and built a WCAG 2.1-compliant styleguide for the web development team, improving the website's accessibility score by 30%.

DESIGN EXPERIENCE

Director of Product Design

SFU Surge

Aug 2025 - Current

- Directed a team of 8 UX/UI designers, leading weekly critiques, providing mentorship, and final design oversight to deliver UX-driven mockups and flows ready for development.
- Collaborated closely with the development team to guide product decisions and enhance the hacker portal, Surge's hackathon management platform, with 1400+ users.
- Identified UX gaps causing low quality, often withdrawn applications during StormHacks (1300+ applicants); introduced stage-specific UI alerts, reducing withdrawals by 44%.
- Led portal usability research through surveys and 7 in-depth interviews, uncovering issues of scheduling clarity and post-event content, guiding features in the product roadmap.

Co-Director of Design

Google Developers Club SFU

Jun 2025 - Current

- Designed social media posts and assets utilizing the club's pre-established design system and components, ensuring clear hierarchy and design consistency.
- Expanded the design system with reusable components and templates, such as monthly newsletter banners, improving efficiency for repeated design requests.
- Developed a new art direction and design identity for the club's annual flagship hackathon event, utilizing lively vector illustrations, which enhanced participant excitement.
- Designed and delivered a professional Sponsorships Package that closely followed the club's brand identity, contributing to increased sponsorship acquisition and club funding.

Service & UX Designer

Bamboozled Escape Games

Feb 2023 - May 2023

- Identified internal staff conflicts as a major operational issue through stakeholder interviews, ethnographic research, and affinity mapping.
- Led a participatory design workshop with staff and management to collaboratively ideate solutions, ensuring trust and alignment between both staff and management
- Introduced a new task delegation and communication protocol that reduced conflict and improved peak-hour efficiency by ~40%
- Delivered a thorough service blueprint and implementation plan that was later adopted for training new staff.

EDUCATION

Simon Fraser University

Graduation: June 2026

School of Interactive Arts & Technology

Bachelor of Arts - Concentration in Design

Dean's Honour Roll: academic years 2024 and 2025

SKILLS

Design

UX & UI Design
Design Systems
Interactive Prototypes
UX Strategy
Visual Design & Branding
HCI Theory

UX Research

Usability Testing
Heuristic Evaluation
Ethnography Research
User Journey Maps
Affinity Mapping
A/B Testing

Development

Front-End Web Development
Accessibility (WCAG)
Responsive Web design
HTML / CSS
Swift, SwiftUI
Java, Processing

Tools

Figma
Protopie
Visual Studio Code
Github
Adobe Creative Suite
Clip Studio Paint