

Senior Product Designer with 6+ years shipping B2B and B2C digital products across fintech, payments, healthcare, and transportation. Expert in leading discovery and problem framing, journey mapping, and end-to-end **human-centered design** across web and mobile, with a proven track record of mentoring designers, presenting to senior stakeholders, and driving measurable business outcomes. Deep experience building scalable design systems, payments UX, and integrating AI-assisted workflows in both startup and enterprise environments. Committed to accessible, data-informed design meeting **WCAG 2.0 A/AA** standards at scale.

WORK EXPERIENCE

Waitery Remote
Senior Product Designer Jan '26 to Present

- Sole designer at a fast-growing restaurant tech startup; led **discovery and problem framing** for B2B operator tools (admin dashboard, menu management) and consumer-facing payment flows across POS and web
- Led end-to-end redesign of POS tablet ordering and web checkout flows, improving usability and reducing median order completion time by **16%** (QR scan to submission via POS logs)
- Used **Claude** to translate Figma designs into interactive prototypes, enabling early validation and reducing design iteration cycles by **20%** before engineering handoff
- Simplified checkout flows and optimized form inputs, reducing drop-off between checkout start and payment completion by **18%** while improving overall completion rates
- Optimized menu structure and **upsell placement** while building a unified design system across POS and web, increasing average order value by **12%** and improving development efficiency
- Improved ordering efficiency and reduced friction across POS and web, supporting faster service and smoother operations in high-volume environments
- Increased conversion and revenue through streamlined checkout flows and more effective upsell design

Air Canada Full-Time Contract
Senior UX Designer Aug '25 to Dec '25

- Led **discovery, journey mapping, and stakeholder presentations** for the B2B Travel Agents' Portal redesign, translating complex multi-step booking workflows into intuitive agent experiences
- Contributed to the full UX redesign of the Travel Agents' Portal, collaborating with designers, product, and engineering to modernize an outdated interface
- Designed responsive, user-centric flows for key booking and service tasks, supported by research and iterative testing to streamline multi-step booking operations
- Delivered a modern, intuitive agent experience that reduced friction and improved task completion, accelerating average workflow processing times by **~20 to 30%**

Klick Health Full-Time Contract
Senior UX Designer Jun '25 to Aug '25

- Led strategic design of a patient-centric prescription renewal experience across native mobile (iOS and Android) and responsive web, simplifying complex workflows while supporting secure, authenticated journeys
- Designed and optimized end-to-end flows for **onboarding, eligibility checks, assessments, and pharmacy fulfillment**; created high-fidelity **Figma** prototypes validated through usability testing
- Collaborated closely with Product Managers, Engineers, and Clinical stakeholders in an agile environment to balance usability, technical constraints, and regulatory requirements
- Streamlined the renewal journey across mobile and web, decreasing onboarding drop-off by **~15 to 25%** and increasing self-serve renewal adoption through consistent, patient-focused design

Sun Life Financial Oct '22 to Jun '25
UX Designer

- Built end-to-end mobile (iOS/Android) and responsive web experience using **journey mapping and systems thinking**, increasing conversion rates by **51%** and exceeding **\$100M** in quarterly sales
- Spearheaded** the design of the recurring contributions feature across mobile and web, driving a **40% increase** in automated contributions and improving long-term client engagement
- Addressed declining mobile and web conversion rates by creating **responsive, mobile-first workflows**, resulting in a **70% increase** in average weekly self-serve enrolment sales
- Designed an **AI-driven chatbot** integrated into mobile and web platforms, reducing response time from **12 hours to minutes** while increasing engagement and satisfaction
- Optimized the Value Proposition page using **data-driven design changes and A/B testing**, reducing bounce rate and increasing overall conversions
- Mentored junior designers**, led design critiques, and **presented work to senior stakeholders**, driving clearer design communication and stronger team alignment
- Collaborated with global teams of **20+ UX designers, writers, engineers, and QA** specialists to deliver mobile and web features with a **98% on-time delivery rate**
- Improved user satisfaction and reduced drop-off rates by integrating structured feedback loops and clear design communication into every sprint cycle

EDUCATION

Master of Engineering Design (MEng), Concentration in Product Design · McMaster University
Postgraduate Diploma (PgD), International Business Management · Greystone College
Bachelor of Science (BSc), Information Systems, Minor in Business Administration · Carnegie Mellon University

CORE SKILLS

Design Leadership: Mentorship & Design Reviews, Stakeholder Presentations, UX Strategy, Cross-Functional Collaboration, Agile & Scrum
Product Design: UX/UI Design, Interaction Design, Wireframing, Prototyping, Visual Design, Information Architecture, Design Systems, Motion Design
Research & Discovery: Discovery & Problem Framing, Journey Mapping, User Research (Qual + Quant), Usability Testing, A/B Testing, Systems Thinking
Domain Expertise: Fintech, B2B SaaS, Payments UX, Healthcare, Mobile (iOS/Android), Responsive Web, Startup Environments, Accessibility (WCAG 2.0 A/AA)
Tools: Figma, Sketch, Axure, MIRO, Claude, Cursor, Framer, Lovable, HTML, CSS, JavaScript, Jira, Confluence