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EXPERIENCE

University Of Waterloo

Coordinator, Services and Operations

Feb 2023 - March 2024

Collaborated with developers to implement user experience improvements to the organization-wide Mercury management program. Served as the key liaison between the marketing and the operations teams to develop a cohesive brand strategy.

Graphic Designer

Jan 2022 - Aug 2022

Spearheaded the development of an organization-wide brand redesign by creating and testing mockups, using focus groups and surveys to capture and implement user feedback.

Ontario Ministry of Labour, Immigration and Skills Development Project and Communications Intern

Jan 2020 - Apr 2020

Spearheaded the team's transition to Figma as the primary wire framing platform through a series of workshops and presentations to equip team members and partners for seamless adoption.

EDUCATION

University Of Waterloo BA, Honours English Literature and Rhetoric Minor Digital Arts and Communication 2017 - 2022 | Co-op | Creative Writing Specialization

Google UX Design Professional Certificate 2024 | Coursera

SKILLS

Programs
Figma Sketch Adobe CC Spline 3D

Conceptual

Visual & User-Focused Design Prototyping Cross-Functional Collaboration Brand Identity UX/UI Design Systems Detail-Oriented Implementation
