

About	Versatile Designer specialized in building intuitive UI/UX solutions and scalable design systems. Leverages a hybrid background in technical product design and marketing asset creation to deliver cohesive, high-impact brand identities. A collaborative partner to product owners and technical leads, well-versed in translating business objectives into loved user experiences through detail-oriented, rapid, iterative design.	
Experience	Bespoke Metrics — UI/UX Designer	10/24 - Present
	Sole designer on COMPASS, a construction prequalification platform that grew from 40,000 to 65,000+ Subcontractors and from 150 to 300+ General Contractor clients. Led a comprehensive design system refresh, accelerating prototyping, user testing and shipping speed while championing WCAG 2.1 accessibility standards to ensure inclusive digital experiences. Redesigned registration and onboarding around role-based personas and user stories, reducing time to complete by 40%. Iterated the dashboard to surface prioritized tasks, and brought subcontractor search to a map view and mobile for a wider, mobile-first user base. Championed the integration of Generative AI into the design lifecycle for rapid ideation and prototyping, while leading the end-to-end design of an AI assistant that streamlines prequalification, in close collaboration with leadership, engineering and customer service.	
	Produktiv Agency — UI/UX Designer & Project Coordinator	09/23 - 09/24
	Drove the end-to-end design process for high-budget (\$100k+) projects, facilitating design critiques and working sessions with senior stakeholders to validate solutions and incorporate user feedback into high-fidelity prototypes. Managed design intake and project lifecycles by vetting requirements and prioritizing tasks among interdisciplinary teams of developers and designers to deliver impactful, customer-centric products under-budget and on-schedule. Conducted extensive user and competitive research to build evidence-based client audits, ensuring all digital assets adhered to prescribed design systems and usability best practices to drive \$10,000+ in recurring business.	
Education	University of Waterloo — B.A., Global Business and Digital Arts	09/19 - 06/23
	GPA: 3.7/4.0, Student Director of Marketing at Warriors Esports	
Toolkit	Figma Claude Gemini 3 & GPT-5 Sketch Adobe Creative Cloud Maze Framer Jira Slack	
Interests	Product Design UI/UX Research Graphic Design Ice Hockey Ultimate Frisbee Video Games	