

EXPERIENCE

Senior Manager, Product Design & Creative Services / BlackSquare

October 2021 - Present

- Manage a team of designers and copywriters responsible for both internal and client projects
- Meet regularly with clients to discuss their websites, providing guidance and recommendations
- Work with our product and account management teams to plan for future initiatives
- Conduct user research and build content strategies
- Advocate for design thinking and inclusive design within the organization
- Provide feedback and mentorship to the design team

Experience Design Lead / Shaw Communications

December 2019 - October 2021

- Responsible for the end-to-end design of Shaw's digital experience
- Lead a team of UX and visual designers
- Develop UX strategies and long-term plans for new initiatives
- Conduct user research and testing to optimize existing design flows
- Planned, established and lead the development of Shaw's design system

Senior UX/UI Designer / Shaw Communications

January 2019 - December 2019

- Responsible for the product design of the My Shaw platform
- Designed user flows, wireframes, and high-fidelity prototypes
- Worked closely with the development team in an agile environment
- Successfully planned a full redesign of the My Shaw app using native iOS and Android libraries

Owner, Designer & Developer / Freely Made

October 2013 - January 2019

- Designed and developed custom websites for clients and agency partners
- Facilitated design sprints, workshops and strategy sessions
- Developed sitemaps, wireframes and prototypes to demonstrate functionality
- Completed full front-end development and CMS integration of designs

Digital Art Director / Commerx

May 2012 - October 2013

- Helped build a new digital experience design team
- Responsible for all UX and visual design of client projects
- Provided leadership and creative direction to both designers and front-end developers

Senior Web Designer / Bryan Mills Iradesso

July 2011 - May 2012

- Worked with clients in the Oil & Gas sector to plan and build corporate websites, including design, front-end development, information architecture and content strategy

Senior Designer / iStockPhoto

November 2009 - July 2011

- Responsible for design on the LIFE Magazine project
- Product design for the LIFE.com website, iPhone and iPad apps
- Worked side-by-side with the development team
- Engaged stakeholders from Time Magazine to gather business and design requirements

Lead Designer / ClickSpace Interactive

May 2007 - November 2009

- Managed and lead a team of three digital designers
- Planned, designed and developed e-commerce websites for clients
- Responsible for creative direction and product design of Shoptoit.ca, a shopping search engine

EDUCATION

2004 - 2007

Applied Communications, Electronic Publishing, Mount Royal College

SKILLS

- Strategic problem solver with a human-first approach
- Ability to facilitate conversation between stakeholders and team members
- Strong understanding of both customer and business needs
- Experience building and working within digital design systems
- Experience using Adobe XD, Figma, Sketch and InVision for prototyping
- Experience working within an agile environment
- Strong front-end development skills
- Creative background in graphic and visual design