



Work experience

Rose Rocket

Product designer II Nov 2024 - Present

- **Owned and led the Rose Rocket design system**, setting direction for scalable patterns and driving adoption across product and engineering.
- **Spearheaded a frontend rebuild initiative** in collaboration with Staff and Senior Engineers, improving accessibility, performance, and development velocity.
- **Improved platform UX** through redesigned data visualization tools (e.g. board layouts, row highlighting) for power users

Product designer Sep 2023 - Oct 2024

- Led end-to-end design for **Enterprise and platform teams**, collaborating with PMs, engineers, and go-to-market teams.
- **Designed core customization tools**, including Object, Automation, and Document Builders, that reduced organizational setup time from hours to minutes, contributing to **22 closed deals** and **driving over \$400,000 in ARR**.
- Launched an **automated Rating Engine** that replaced manual workflows, increasing usage by 772% and generating \$4.4M+ ARR in 2 months.
- **Rebuilt the design system** with token architecture and Figma variables, enabling dark mode and future white-labelling capabilities.

Associate Product designer Sep 2021 - Sep 2023

- Led design for **Growth and Network teams** on the Classic product, collaborating with PMs, engineers, and go-to-market teams.
- Delivered **Network Inbox, overhauled notifications**, and **implemented email integrations** to meet high-demand user workflows.
- Launched **in-app ad campaigns** and optimized onboarding workflows to drive user acquisition.
- Enhanced the Rose Rocket design system, Zinnia, by standardizing and **refining the component library** for closer alignment with existing, in-app components.

Ubisoft Toronto

UX Design Intern May 2020 - Dec 2020

- **Designed and implemented gameplay tutorials** to help players onboard and learn controls for Far Cry 6.
- **Produced detailed design documentation**, wireframes, and UI layouts in collaboration with game designers and programmers.

UI Artist Intern June 2019 - Aug 2019

- **Developed in-game iconography** and HUD artwork, contributing to the visual identity of Far Cry 6.

About me

I'm a product designer passionate about solving complex UX problems. I thrive in cross-functional teams, especially when shaping design systems, improving platform usability, and driving process efficiency. I bring experience in enterprise SaaS, customization tools, and building scalable UI patterns.

Education

University of Toronto

Master of Information 2019-21

User Experience Design

Honours BSc. 2014-18

Toxicology & Nutrition

Tools & Skills

Design

Figma, Adobe Photoshop, Illustrator, v0, Lovable

Frontend

Storybook, HTML, CSS

Methods

User Research, Usability Testing, Prototyping, Wireframing

Interests

Design Systems, UI/UX Design, Brand Identity, Responsive Design, Accessibility