
Experience

TEDxSFU Creative Director	Established the conference art direction through the design of a staple display typeface to reflect the event's 500% production value increase.
03.2023 – 01.2024	Designed and developed promotional website using Next.JS and Framer Motion to educate audience members about the TEDx brand and highlight year-specific event changes, raising over 1000 ticket sales. Collaborated with content, external relations and marketing teams in building out a unified approach to content design, resulting in various partnership materials to foster brand recognition and buy-in.
Invoke Digital Product Design Intern	Designed various digital solutions to streamline internal operations for top automotive dealerships across North America by interviewing frontline employees to better understand their operational goals and workflows.
09.2023 – 12.2023	Subsequently evaluated and walked clients through proposed interactions by developing hi-fi prototypes, allowing customers to confidently promote the created solutions for internal adoption.
Guusto Gifts Marketing Design Specialist	Collaborated with marketing, sales and customer success departments to develop various landing pages, social media templates and illustrations, streamlining content creation turnaround.
06.2021 – 05.2022	Redesigned and migrated company site to Webflow after auditing the previous website's visual design and code, aligning its appearance to meet business needs and enabling marketing team to easily update content. Implemented a test gift service, ROI calculator and additional online tools with custom Javascript, enabling clients to explore Guusto pre-subscription.
SFU Surge Visual Designer	Designed the visual identity and website for the club's annual hackathon, Stormhacks, gaining 800+ applicants across all annual promotional material.
05.2020 – 02.2022	Illustrated and created event mascots to improve brand recognition within undergraduates, leading to the development of custom merchandise, emojis and motion graphics, fostering a legacy of community among attendees.

Education

Simon Fraser University Vancouver, B.C.	Bachelor of Science — Interactive Arts and Technology Concentrations in cross-platform development and interaction design
09.2020 – present	Undergraduate Entrance Scholarship Recipient

Skills

User experience design	Interaction & interface design, user research methods, product design Figma and Origami Studio for advanced prototyping
Front-end development	React.JS, Next.JS, Typescript, Framer Motion and Webflow
Art direction	Visual design, creative coding, copywriting and content design After Effects, Photoshop, Illustrator, and Affinity Designer