

## Experiences

### Vancouver Coastal Health

Product Designer

April 2024 - Present

Providing design and development support for educational materials (e-modules), creating visual content and websites for various department, benefiting both VCH staff and patients. Additionally, mentoring co-op students through weekly check-ins and design crits.

### On a Walk Studio

Art Director

October 2023 - May 2024

Developed the brand identity and initial website for On A Walk Studio at launch. Collaborated on the visual and art direction, shaping the studio's strategic positioning and transforming early concepts into a cohesive brand.

### Vancouver Coastal Health

Multimedia Designer

September 2022 - September 2023

Led research and design for a child and youth mental health and substance use clinic, developing a triaging system website to support intake. Insights from this project prompted a re-evaluation of VCH's broader web presence. Also collaborated with home nursing team and community treatment team to create educational materials that strengthen practitioner skills.

### S.U.C.C.E.S.S. BC

UX Researcher (Volunteer)

May 2022 - August 2022

Performed a design evaluation of the S.U.C.C.E.S.S. website using HCI methodologies, specifically studying how new immigrants navigate the site. Held user studies to assess the website's alignment with audience needs.

### SFU School of Interactive Arts & Technology

Education Outreach Co-op

September 2021 - April 2022

Connecting SIAT with BC high schools and the broader community through outreach, workshop visits, and events. Expanded recruitment to include Indonesian students, resulting in a 180% increase in outreach. Designed graphic elements and merchandise for SIAT.

## Skills

### Design

Product Design

UI Design

UX Research

Interaction Design

Visual Design

Design System

User Research

User Persona

Art Direction

Prototyping

### Tools

Figma

Adobe CC

HTML/CSS

Javascript

Framer

InVision

Sketch

Maya

## Education

### Simon Fraser University

2018 - 2023

Bachelor of Arts in Interactive Arts and Technology, Communications Minor; Co-operative Education

## Academic Projects

### SoundCloud

Project Manager (Fall 2022 – 6 Weeks)

Researched and designed an audio-based discovery and friend-to-friend recommendation for SoundCloud to help users find new music easily in the platform.

### Amsterdam Sinfonietta

Art Director (Fall 2022 – 5 Weeks)

Led Art Direction for Amsterdam Sinfonietta's Bosch Requiem 2022, creating a visual identity that translates into an expressive microsite for users to explore the complex themes of the Requiem.