

Summary

UX Strategist & Product Designer with expertise in creating intuitive, human-centered digital experiences that balance user needs with business objectives. Skilled in user research, journey mapping, wireframing, and prototyping to transform insights into impactful design solutions. Experienced in collaborating across functions to streamline workflows, align stakeholders, and deliver measurable improvements in usability and engagement. Recognized for simplifying complex problems into thoughtful, accessible designs that enhance satisfaction and drive results.

Experience Design Lead - Moody's / Canadian Securities Institute

July 2022 – Present

Client Experience Transformation – Support Hub (Project Lead)

- Led and designed the end-to-end experience for a centralized Support Hub and Salesforce ticketing system, consolidating 5,000+ calls and 40,000+ emails into 48,000 annual tickets.
- Conducted user research and journey mapping to validate pain points, align stakeholders, and inform feature prioritization.
- Streamlined support workflows, reducing incoming queries by 30% and improving response times, while decreasing staff from 15 → 5 and saving \$500k annually.
- Collaborated with stakeholders and engineers to ensure scalable implementation of the ticketing system and support analytics dashboards.

Enterprise Website Redesign – 2,500+ Pages (Lead Strategist & UX)

- Owned end-to-end product and UX design for CSI's public website, from strategy and IA to high-fidelity prototypes and launch.
- Aligned design decisions with business KPIs, boosting new users by 14.6%, sessions per user by 15.2%, and session duration by 27.2%.
- Boosted sales revenue by 26.8% (YoY growth) in the year following launch by aligning design decisions with business objectives, improving lead capture, and streamlining the enrollment journey.
- Built 25+ high-fidelity prototypes and a scalable design system for consistency across products.
- Partnered with product, marketing, and development teams to prioritize features, test flows, and iterate post-launch based on data insights.

Executive Storytelling & Influence

- Synthesized data insights, usability findings, and business objectives into executive-level presentations, influencing senior leadership buy-in for multi-million-dollar initiatives.

Graphic Designer - Moody's / Canadian Securities Institute

June 2019 – July 2022

- Delivered high-quality web graphics, product cards, print collateral, and product web pages using Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro—consistently meeting deadlines and exceeding expectations.
- Produced and edited video, photography, and social content for organic and paid campaigns, boosting engagement and lead generation.
- Recognized for reliability and expanding responsibilities, resulting in promotion to Experience Design Lead.

Marketing & Design Assistant (Housing Dept.) - Ryerson University

May 2018 – April 2019

Education

Honours New Media (BFA) | Ryerson University

2015 – 2019

Skills & Tools

- **Experience Design:** End-to-End Journey Design, UX/UI, Journey Mapping, Service Blueprinting
- **Methods & Mindsets:** Design Thinking, Human-Centered Problem Solving, Agile Collaboration
- **Facilitation & Communication:** Stakeholder Workshops, Co-Creation, Executive Presentations, Storytelling
- **Strategy & Insights:** Data Analysis, Performance Measurement, Change Management, Strategic Delivery
- **Tools:** Figma, Adobe Creative Suite, Miro, Hotjar, Notion, AI (ChatGPT, Cursor AI)