



Highly skilled product designer and strategic problem solver focused on user-centric design. Passionate about creating data-driven and intuitive user experiences that simplify the digital world around us. Dedicated to fostering cross-functional collaboration that aligns with end-user goals and business objectives.

WORK EXPERIENCE

Principal Product Designer - Bigtincan

Sydney, NSW | Jan 2023 - Mar 2024 (1 yr 3 mos)

- » Led the end-to-end redesign of the Brainshark Modern Authoring tool, resulting in a 266% increase in user base within three months, and a 450% increase over six months.
- » Mentored junior designers, offering guidance on best practices and professional development to foster a collaborative and high-performing design team.
- » Subject matter expert for the Zunos platform, crafting product feature strategies and quality assurance feedback to ensure product consistency and customer satisfaction.

Sr. Product Designer - Bigtincan

Sydney, NSW | Nov 2017 - Jan 2023 (5 yr 3 mos)

- » Co-Led design initiatives for the launch of the Nike Connect pilot on iOS, resulting in enhanced employee learning efficiency and tracking capabilities.
- » Conducted a detailed design audit of the Zunos platform, meticulously organising design styles to identify inconsistencies, gaps, and opportunities, in preparation for creating a design system.
- » Redesigned the Zunos Content Creator 2.0 tool to enable seamless and efficient content creation, ensuring a polished appearance without the need for manual formatting adjustments.

Sr. UX/UI Designer - Viostream

Sydney, NSW | Dec 2015 - Aug 2017 (1 yr 9 mos)

- » Improved user satisfaction by 54% through enhancement of usability, accessibility, and overall experience with a cloud-based video management platform.
- » Conducted user research interviews to understand users and foster empathy, then co-facilitated a persona development workshop with 30+ attendees.
- » Developed UX strategies based on user research to align product design with end-user needs and business vision.
- » Translated qualitative and quantitative user research into mockups and prototypes.
- » Reduced development time by 20% through the creation of wireframes and user flows that clarified product functionality, fostering better requirement understanding.



Web & Mobile UI Designer - Viostream

Sydney, NSW | Dec 2012 - Dec 2015 (3 yr 1 mo)

- » Designed wireframes and mockups for live webcasts and video gallery portals, serving 30+ clients including David Jones, Sydney Opera House, Deloitte, and Macquarie Group (iOS app and desktop).
- » Co-created mockups for the Hoyts SVOD/VOD mobile app's initial release on iPhone and iPad.
- » Redesigned the Viostream product UI and improved visual consistency across the platform by 40%.

Sr. Graphic Designer - InMoment

Toronto, Canada | Feb 2011 - Sep 2012 (1 yr 8 mos)

- » Led design efforts for a customer experience optimization platform, serving 60+ premium clients like Starbucks, McDonald's, and Volkswagen.
- » Managed a junior designer, reduced client onboarding time by 67%, and led the redesign of company brand assets.
- » Collaborated daily with IT, UX, and Client Services for quality and branding consistency.

EDUCATION

Bachelor of Design with Honours (BDes)

York University - Toronto, Canada

- » Obtained the Professional Certificate in Digital Design

HARD SKILLS

Product Strategy	SaaS	Prototyping
Experience Strategy	User Research	User Interface Design
Ideation	User Flows	Visual Design
iOS and Web App Design	Journey Mapping	Figma
Design Systems	Wireframing	Adobe Creative Suite

SOFT SKILLS

Big-Picture Thinker	Leader	Adaptable
Collaborator	Mentor	Empathetic
Detail Oriented	Communicator	Proactive
Problem Solver	Pragmatic	