

## Head of Design, Digital Waters

03/2025 - present

Digital Waters provides technology to **communities to protect local waterways with real-time monitoring & social interconnection**. My role is to **lead the design practice** to make our **WaterTech** intuitive & impactful for all users.

- I use **AI Assisted Design tools** to streamline, enhance, & collaborate on design work. I use Figma's AI & others.
- **Lead design** to ensure seamless experiences across our hardware, software, and data for actionable insights.
- Create **clear, compelling UI and data visuals** and storytelling to reveal patterns and inspire action.
- **Collaborate with the founder** on design and DesignTech towards growth and refinement of the organization.

## Principal UX UI Product Designer, Usability Now Inc.

06/2024 - present

On contract when not working full-time. I keep up to date with **current Design Tech & learning new capabilities**. I provide **design leadership, strategy and tactical delivery** for clients on a **project basis**. More details on page 2.

## Lead Product Designer, formsflow.ai (AOT Inc.)

11/2023 - 05/2024

Formsflow is a **B2B Enterprise SaaS form data and workflow management platform**. I delivered a **cohesive, accessible product experience** that elevated brand alignment, **optimized user workflows, & accelerated go-to-market success**. With **Design Practice leadership** I drove **usability, efficiency, and market readiness**. Remote: Toronto, BC, India.

- **Responsible** for concepts, UX Design, wireframes, UI Design, mockups, prototypes & all other design work.
- **Productized interface and user journeys with task analysis**, UX optimization & innovative brand integration.
- **Facilitated design feedback session collaborations**, aligning teams and achieving design consensus.
- **Delivered on time 100+ high-fidelity mockups & 4 large prototypes** utilizing cross-functional collaboration.
- **Integrated competitive AI solutions** with a user-centred chatbot experience to automate user workflow.
- **Created a design roadmap & strategy** by gaining user and market insights with generative & explorative UXR.
- **Used quantitative & qualitative usability testing** to validate design hypotheses with customers and proxies.
- **Designed user optimized product walkthroughs** creating a pleasing customer onboarding experience.
- **Built a scalable Design System** integrated with Engineering that enhanced workflow efficiency & consistency.
- **Increased accessibility compliance** through leading effort to source and integrate automated A11y services.
- **Tools:** OpenAI, Hotjar, Clarity, Product Fruits, Storylane, Workato, Camunda, form.io, React, BPMN, ZenDesk

## Principal UX UI Product Designer, Usability Now Inc.

05/2022 - 10/2023

I provide **Design and UXR expertise to business clients**, on contract when not working full-time. Details: page 2.

## Product Design Manager, Thomson Reuters Inc.

08/2021 - 05/2022

I led design for a **SaaS ecommerce platform supporting 10+ products** as **Principal Designer** contributing **concept models, wireframes, low to high fidelity mockups, final UI assets and prototyping in Figma**, I also drove **strategy, vision, planning and approach** in collaboration with engineering. **Managed team workflow over four design work-streams with 8 designer direct reports**. Provided **Agile estimation, discovery & project oversight**. Contributed to **KPI & OKRs & strategy, team reporting, design system, and DesignOps process**. Remote: NA PST, CST & EST

- **Managed team and design**, including pricing, product selection, trial, renewal, subscription, and checkout.
- **Project stream Design Lead** for chatbot, motion design, mobile, team metrics, user research & accessibility.
- **Responsible for work quality**, ensured consistency and collaboration across team members and stakeholders.
- **Contributed to UX/UI success** with planning, strategy, tactical delivery, prototyping, and concept models.
- **Collaborated cross-functionally** with stakeholders to align design effort with customer & business success.
- **Tools & technology:** Chatbot kore.ai, model training, Jira, Confluence, Figma, Sketch, Abstract, Axure, Lottie, UserZoom, Lucidchart, Miro, Workday, MyTime, Adobe Creative Suite, AEM, Bootstrap, Pendo, SaaS, SEO, Agile.

## Leadership Contributions

- Strategically expanded the team from 3 to 8 designers for immediate and future needs with HR support.
- Managed organization transition from Sketch to Figma, unified design systems, & enhanced team efficiency.
- Mentored designers, fostering professional growth & accountability by building trust & accountability.
- Provided proactive, actionable feedback in design reviews for consistent quality, knowledge and innovation.
- Aligned design strategy with customer & partner insights gathered from cross-functional partners.
- Used Guiding principles to ensure team health: stewardship, trust, integrity, humility, efficiency, transparency, responsibility, passion, strategy, mitigation, consistency, improvement, joy. Fostered positive collaboration with stakeholders, contributing to product vision and consensus-driven delivery.

## Product Design Manager, Canopy Growth Inc.

02/2020 - 02/2021

I managed a team of two designers across 8+ brands. I ensured best-in-class UX/UI across Canopy's digital properties, including an ecommerce platform for Martha Stewart. I defined the design team's processes and provided product strategy and design tactics supporting with design work: UX wireframes, UI mockups and prototypes. I worked closely with Analytics to integrate relevant metrics. I also led user research, strategy and planning, oversight. Remote: Toronto.

- Supported design team with UX/UI, prototyping, and cross-functional process strategy.
- Streamlined workflow between design and engineering through direct engagement with our partners.
- Led UX/UI design for digital properties such as Shop Canopy, Spectrum Therapeutics, and others.
- Collaborated with brand managers, analytics & engineering on brand guidelines, SEO, and requirements.
- Advocate for customer user experience aligned to achieving business success.

## Principal UX UI Product Designer, Usability Now Inc.

01/2009 - 12/2019

I successfully operated as an independent UX UI Designer & consultant for 11 years straight. I providing excellence in design for 30+ companies from start-ups to banks. Work includes: UX design, information & content architecture, UI design, strategy, planning and operations. As a design strategist, I have demonstrated a remarkable ability to identify critical paths, assess risks, and develop effective mitigation. My strategic mindset has been pivotal in achieving successful outcomes.

- Created cross-platform design deliverables: diagrams, user flows, wireframes, prototyping, mockups.
- Integrate accessibility, SEO, and analytics into design with team collaboration.
- Engagements include 20 SaaS, 18 content portals, 3 native apps, 25 Research studies, & 3 Marketing sites.
- Use tools like Figma, Axure, Sketch, InDesign, HTML/CSS, Photoshop, and more for design.
- Employ data-driven methodologies including qualitative & quantitative analytic studies.
- Lead design strategy with personas, task analysis, and concept modelling for strategic direction.
- Streamlined user testing from prototype to analysis, ensuring efficiency and effectiveness.

## Senior UX Designer, Sapient Canada Inc.

07/2006 - 12/2008

Senior UX designer, responsible for user research, design & building client relationships. Moderated business analysis and requirements gathering sessions. Clients: RBC, RIM, TD, Scotiabank, BMO, Wal-Mart, Rogers, Intuit.

## Education

University of Waterloo, Waterloo, Ontario, Enrolled: Independent Studies Program

Awarded Independent Studies Scholarship for two terms, 5 years of study, Field: Theoretical Physics.

Notre Dame College School, Welland, Ontario, awarded Secondary School Honours Graduation Diploma.

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