

EXPERIENCE.

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RESIDE TORONTO

DESIGN AND OPERATIONS CONSULTANT | NOV 2024 - JUN 2025 : 8M

- Consulted on design, legal, finance, marketing, and key relationships
- Defined brand positioning and executed marketing materials
- Set up operations including technical infrastructure and HR practices

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Nmbr TORONTO

FOUNDING DESIGNER | JUL 2023 - NOV 2024 : 1Y 5M

- Led B2B2C product design in a challenging embedded-product landscape
- Defined brand identity and launched marketing materials, including the website
- Aggressively streamlined design practices, including the use of design systems
- Partnered with Engineering and Product Management on roadmapping and strategy



Humi TORONTO

UX MANAGER | OCT 2021 - APR 2023 : 1Y 7M

- Assumed leadership of multiple portfolios following departure of direct manager
- Streamlined hiring practices, improving talent quality and reducing time-to-hire
- Built and maintained strong working relationships with CX, ENG and PMs

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Format TORONTO

PLATFORM DESIGN DIRECTOR | MAR 2019 - APR 2020 : 1Y 2M

- Led design across Format

PRODUCT DESIGN DIRECTOR | NOV 2017 - MAR 2019 : 1Y 5M

- Worked with the CPO to develop product roadmap
- Stakeholder on Format's business strategy
- Developed best practices for product design

PRODUCT DESIGN LEAD | JUN 2016 - NOV 2017 : 1Y 6M

- Advocate for cross department collaboration



Universe TORONTO

PRODUCT DESIGNER | JUL 2014 - JUN 2016 : 2Y 0M

- Acquired by Ticketmaster + Live Nation



Noom NEW YORK CITY

PRODUCT DESIGNER | FEB 2014 - JUL 2014 : 6M

- Designer on all major product features
- Created assets, prototypes and flows for Android and iOS
- Mentored junior designers



Stone Canoe TORONTO

CREATIVE DIRECTOR | SEP 2011 - DEC 2013 : 2Y 4M

- Creative lead on H&R Block pitch (won account)
- Implemented studio processes and resourcing systems
- Developed IA/UX/UI practices



TAXI TORONTO

INTERACTIVE DESIGNER | FEB 2011 - JUL 2011 : 6M

- Designed for Canadian Tire, Koodo, McCain, Telus, Tylenol and WestJet



OneMethod TORONTO

INTERACTIVE DESIGNER | SEP 2010 - FEB 2011 : 6M



The Hive TORONTO

FREELANCE ART DIRECTOR | JUN 2010 - AUG 2010 : 3M

- Art directed for Cadbury, Coke and Miller Genuine Draft



Stone Canoe TORONTO

ASSOCIATE CREATIVE DIRECTOR | AUG 2009 - MAY 2010 : 10 M

INTERACTIVE DESIGNER | MAY 2009 - AUG 2009 : 4M

EDUCATION.



OCAD University
B.Des, Advertising – 2007

CERTIFICATIONS + AWARDS.



Raw Signal Group
Betterboss



500 px - PixelHack 2012
Best Business Idea