

EXPERIENCE

Visier Inc.

SENIOR UX DESIGNER, 2021 - Present

- Leading the effort on new embedded product that's grown user base by 700,000+ people
- Working closely in partnership with one of the largest payroll providers in North America
- Performing extensive domain research to better understand partner's customers, users, and industries
- Creating user personas to inform product requirements, user stories, and designs
- Conceptualizing, designing, user testing, and overseeing implementation and QA of multiple concurrent features
- Demoing detailed design prototypes to partners and industry experts to validate solutions, and garner stakeholder buy-in
- Maintaining an extensible design architecture and design system to support an ever growing product scope
- Spearheading a large-scale program to continuously research and user test new features
- Socializing user testing results with product team and stakeholders to champion future solutions and innovations on product roadmap

VelocityEHS

UX DESIGNER, EHS LEAD, 2016 - 2021

- Lead the design of new EHS (environmental, health, and safety) enterprise products
- New web and mobile offerings grew user base to 1.5 million people
- Championed user-centred design and best practices amongst scrum teams
- Conducted user research with product analysts to produce user personas and feature requirements
- Collaborated with cross-functional team, overseeing design, implementation, and QA of features
- Built and maintained a global design system shared by multiple products
- Implemented and maintained WCAG 2.0 level AA accessibility standards
- Scaled design team from 3 to 10 members
- Mentored junior designers on promoting user-centred design amongst their scrum teams, and managing end-to-end design implementation

Oracle Netsuite

UX DESIGNER/DEVELOPER, 2012 - 2016

- Designed SuiteCommerce enterprise product used by 41,000 customers world-wide
- Lead SuiteCommerce implementations for B2C and B2B customers
- On average, improved customers' ecommerce performance by 7-9%
- Collaborated with professional services team to complete business mapping and requirements gathering with customers onsite
- Worked directly with customers to complete user research and personas, optimize content, streamline checkout workflows, etc.

DESIGN SKILLS

UX RESEARCH
USER TESTING
INTERACTION DESIGN
VISUAL DESIGN
AGILE UX
LEAN UX
E2E IMPLEMENTATION

TOOLS

FIGMA
ADOBE DESIGN SUITE
PENDO
USER ZOOM
DOVETAIL
JIRA

SOFT SKILLS

COLLABORATION
STAKEHOLDER MGMT
UX SOCIALIZATION
USER ADVOCACY
PRESENTATION

- Conceptualized creative solutions for customer needs not natively supported by SuiteCommerce platform
- Built and demoed detailed design prototypes to garner customer buy-in
- Collaborated with cross functional team, ensuring end-to-end implementation, ensuring EHS backend systems fulfilled frontend design requirements

Questrade

UX DESIGNER/DEVELOPER, 2010 - 2012

- Designed and implemented solutions for corporate website, marketing microsites, and myQuestrade and Quesrade IQ trading web applications
- Hosted UX workshops with internal and external stakeholders, leading activities such as landscape mapping, forced ranking, card sorting, etc., and socialized findings and feedback to product team
- Documented user stories, defining user personas, scenarios, and goals for feature epics
- Produced all design deliverables for website and web app features, including UI flow charts, wireframes, and high-fidelity screens
- Designed and developed prototypes to demo for internal stakeholders and external users
- Conducted phased user-testing evaluations through heuristic usability tests, user surveys, and A/B testing

TUI Canada

WEB/UX DESIGNER, 2006 - 2010

- Designed and implemented solutions for Signature Vacations and Selloff Vacations corporate websites and internal software applications
- Lead usability workshops with internal users to assess needs, conduct task analysis, and collect and evaluate feedback for redesign of internal customer support application, booking engine, account management application, and time management tool
- Produced all design documentation, including user personas, user stories, UI flowcharts, wireframes, and prototypes, working with software engineering team to maintain design integrity and usability throughout development and QA process
- Redesigned Signature Vacations and Selloff Vacations corporate websites, collaborating with marketing and product teams to develop a design system that maintained corporate branding consistently across all products

EDUCATION & TRAINING

Fanshawe College

Internet Technology, 2005 - 2008

Nielson Norman Group

Leading Highly Effective UX Teams, 2020

Working Effectively in Cross-functional Teams, 2018

Usability Testing, 2015

User Research Methods, 2012

UX Certification, 2010