



EXPERIENCE

Scotiabank Digital Factory - Design Lead (Web Products and ABM)

March 2018 - Present

The role of the Design Lead at the DF is both strategic and tactical. I lead a team of UX Designers who are responsible for a wide range of web experiences. I am also still a practitioner whose primary focus is redesigning the web platform for the bank.

Scotiabank Digital Factory - Product Designer

April 2017 - March 2018

ABM

As the lead Designer on the project, I was tasked with redesigning the Automated Bank Machine (ABM) experience. This was accomplished through analyzing current designs, developing a wide variety of wireframes and prototypes, to working closely with the accessibility team to ensure the experience was usable by all.

Scribblelive - Senior UX/UI Designer

June 2016 - April 2017

Plan/Scompler

As the lead designer, my objective is to take the current content marketing platform and create an experience that is seamless, scalable and data driven.

Mozilla - Senior UX Visual Designer

February 2014 - June 2016

Firefox OS

In charge of driving the UX for the music application along with various other aspects, my responsibilities included: laying out user flows, wireframing, art direction, redline specifications and resolving UX bugs with the engineering teams.

Jamdeo - Senior Visual Designer

August 2013 - February 2014

Spring Mobile App

Tasked with the challenge of creating a compelling second screen experience, I worked closely with product owners to strengthen the idea through research and conceptualization. It then led to a collaborative effort to established user flows, wireframes and visuals to bring the product to life.

Hisense VIDAA TV Music Experience

As the visual lead on the project, I collaborated with the product owners to create a music experience that was optimized for the television.

Blackberry - Visual Designer

September 2007 - August 2013

Summary

In order to effectively support the various releases of the BlackBerry operating system, I created visual concepts, specifications and worked with engineers to address visual design bugs. I also collaborated with the research/interaction teams on exciting conceptual ideas and supported marketing teams with collateral material.

Releases

BlackBerry 10, Playbook 2.0, BlackBerry OS (4-7)

COMPETENCIES

- User Research
- Design Thinking
- User Flows & Wire Framing
- Prototyping
- Information Architecture
- Art Direction
- Visual Design
- Specifications

TOOLS

- Adobe Creative Suite
- Sketch
- Invision
- Principle
- White boarding
- Pen and paper

EDUCATION

- Seneca of Applied Arts and Technology - Digital Media Arts (2004 - 2006)
- Bitmaker - Front End Development Course (2015)

MENTORING

- George Brown College - Volunteer Mentorship Program (2014 - 2016)