

Work Experience

Wealthsimple, Remote

Apr 2022 – Apr 2024

Senior Product Designer

- Lead designer on the Web3 (DeFi) experiments team, building a 0-to-1 non-custodial crypto wallet
- Defined early design strategy by running multiple design sprints — aligning stakeholders and teammates through rapid ideation, prototyping, and user validation. Interviewed 50+ customer in 3 months
- Collaborated with product to define table-stakes features, roadmap prioritization, and GTM strategy
- Led design on education flow improvements for the company's options trading feature

Clearco, Remote

Feb 2021 – Apr 2022

Senior Product Designer

- Led end-to-end design on Clearco's capital product, a B2B platform providing e-Commerce founders with access to funding to scale their businesses
- Project lead on the company's design system project, collaborating with cross-functional teams across UX, brand design, and engineering
- Worked closely with product managers in conducting user research and product analysis to help shape the product roadmap
- Conducted qualitative research studies with existing customers to surface pain points and identify opportunities to improve customer retention

CI Direct Investing (formerly WealthBar), Vancouver

Jan 2018 – Jan 2021

Product Designer

- Designed features for all of CI's product portfolio, including their B2C retail investment apps (both web and native iOS), white-label products, B2B advisor platform, and internal tools
- Led product features through the end-to-end design process including research and analysis, requirements gathering, content design, UX and UI design, and visual QA
- Conducted usability studies to validate prototypes and made improvements through iterative design
- Collaborated with the development team in maintaining an internal design system, implementing new components and design patterns for our entire suite of products

RBC Capital Markets, Toronto

May 2015 – Sep 2016

Trading Floor Risk Manager, Global Equities & Fixed Income

- Developed analytical trading dashboards that visualized performance and risk metrics on a range of assets traded across the business: global equities, global derivatives, and Canadian fixed income
- Developed tools for the analyzing weekly stress drivers and market changes in the firm's portfolio
- Ad hoc, trading product research, stress testing, and process automation projects

Volunteer Experience

Start Proud, Vancouver

Founder and Chair, Out West Conference

Nov 2018 – Oct 2020

- Founded the Out West Conference, a LGBTQ young professional recruitment conference, attended by over 100 attendees and sponsors in its first year
- Created a go-to-market strategy, developed web content, messaging, and web strategy to drive conversion and customer acquisition
- Hired and managed a team of 5 in running event marketing, content development, sponsorship outreach, and logistics for the conference

VP Marketing

Nov 2018 – Oct 2020

- Led a team of 6 in devising innovative marketing strategies to promote brand awareness and drive event attendance and engagement
- Led creative and art direction for the promotional campaign of the organization's flagship annual conference
- Assisted in the planning and roll-out of a new brand in preparation for our national expansion

Education

Vancouver Film School

2017

Digital Design Diploma, Honours

University of Toronto

2015

Master of Financial Economics

University of British Columbia

2013

BA Economics and Statistics

Skills

Prototyping

- Figma
- Sketch
- Principle
- Protopie

Visual Design

- Illustrator
- Photoshop
- Indesign
- After Effects
- Lightroom

Front-End

- HTML/CSS
- Javascript

Languages

- English
- Chinese
- Japanese