

RELEVANT EXPERIENCE

Aug 2016
Present
New York

User Experience Designer, IBM Watson & Cloud Platform

The Journey System team work on improving the experiences of the user and employee by designing an organization's operations to better support customer journeys

- **Primary Research** » Conduct user interviews, surveys and other research methodologies on IBM's Cloud platform and products
- **Service Design** » Define customer base and design developer experience maps/service blueprint through research to build knowledge, consensus across stakeholders, and actionable insights to increase user's satisfaction
- **User Retention** » Collaborate with product teams to define milestones and deliver nurture messages that measurably increase user retention rates

Jun - Sept
2015
New York

Ecosystem Intern, IBM Watson

The Ecosystem Team works with partners to go to market and integrate Watson APIs

- **Onboarding Experience** » Developed a strategy for a better onboarding user experience by analyzing revenue and API usage data of business partners
- **GTM Strategy** » Helped business partners reduce the time to prototype and go to market through the bundling of API combinations and use cases

Sept - Dec
2014
Waterloo

Design Insights Associate, Blackberry

The Insights Team is responsible for usability, field and trends research

- **Usability Testing** » Advised stakeholders on improvements to mobile user experience through usability testing, competitive analysis, and secondary research
- **Primary Research** » Led a primary research study with external users to benchmark competitive user experiences of camera phones
- **Prototyping** » Prototyped several concept input devices to analyze ergonomic and usability performance
- **Hardware Calibration** » Assisted software and hardware engineers to test and calibrate BlackBerry Classic's trackpad, which led to a significant increase in beta satisfaction scores

Jan - Apr
2014
Toronto

UX Designer, Arup

MassMotion Team works on pedestrian simulation and crowd analysis tool that gives information on crowding, usage patterns and occupant safety in a facility

- **UI Design** » Designed the user interface for MassMotion using QSS and Qt Designer
- **Icon Design** » Created custom icons and re-factored icon library
- **UX Design** » Integrated the user experience workflow of an exterior plug-in into the new MassMotion tool

EDUCATION

Jan 2011
Apr 2016
Waterloo

Bachelor of Arts, Honours, Co-op

Honours Psychology, Cognitive & Computer Science Minor
University of Waterloo, Waterloo, ON Canada