

## Professional experience

### Lead Product Designer

H&M – Stockholm, Sweden

08.2018 – Present

Co-ordinated a cross functional way of working within the UX department, aligning the teams to work more efficiently with other competencies (Development & Product). Introduced Design Sprints - reducing pre-study phases from 3 months to 4 days. Introduced Story Mapping to help with product strategy, KPIs, and MVP thinking. Initiated daily Design Reviews to increase transparency and aiding in a fast feedback culture. Also, shifting the internal language to the "Jobs to be Done" framework which actively aids outcome driven innovation.

Implemented new tooling to accelerate the UX process of designing, testing, hand-off, and documentation. Which saved the company \$3.7 million SEK in the first year.

Began crafting a headless Design System that will work for all brands in the H&M group. Created design principles, reusable components, patterns, and consistent tools. This is projecting to save the company 18 million SEK annually.

### Lead UX Educator

Brainstation – Toronto, Ontario, Canada

07.2017 – 08.2018

Taught courses on the cutting edge of UX design theory and best practices to over 100 students. Helped craft course curriculum presented in other UX Courses and piloted their live online 10 week program.

### Senior Product Designer

Loblaws Digital – Toronto, Ontario, Canada

05.2017 – 08.2018

Designed and managed the product strategy of a national pharmaceutical website in an emerging market. Owned the end-to-end user experience and service design of the digital and physical touch-points.

Worked with multiple brands in different industries championing their user research, product design, accessibility standards (WCAG AA), and helping drive product strategy.

Adapted Design Sprint methods to align product KPIs and clear hypotheses for testing and creating new designs.

Designed a headless Design System that is business and industry agnostic.

### Mobility UX/ UI Designer

TELUS Digital – Toronto, Ontario, Canada

02.2015 – 05.2017

Focused on creating the mobility product page experience, influencing quantitative and qualitative KPIs to increase conversion rate.

Lead Design Sprints to improve team quality and cross team collaboration in the organization.

Helped create TELUS' digital standards (Design System), Photoshop, and Sketch UI starter kits to onboard new designers and external vendors.

### Senior Web & Motion Designer

GOCACTUS – Toronto, Ontario, Canada

04.2014 – 02.2015

Design unique logos, animated videos, emails, videos, and various web projects for a variety of clients like Bacardi & Marshall.

Helped support and grow other designers within the company with continuous feedback.

### Web & Graphic Designer

Foresters – Toronto, Ontario, Canada

06.2009 – 04.2014

Supported the US Marketing Division by designing product logos, E-mails, videos, animation, and various print projects.

## Education

### Graphic Design

George Brown College

### Art Fundamental: Illustration

Sheridan College

## Accomplishments

### UX Mentor

Interaction Design Foundation

### Guest speaker

Accessibility conference Toronto & Guelph

### Deans list George Brown College

2006 - 2009

## Technical skills

### Specialties

Web Accessibility  
User Experience  
Information Architecture  
Customer Journeys  
Design Sprints  
Motion Design / Animation  
Rapid Prototyping  
Design Systems  
Story mapping

### Knowledge

Usability Testing (In-person & Remote)  
A/B Testing  
Visual Design (UI)  
Inclusive Design  
Service Design  
Grid & Layout  
Typography  
Branding  
WCAG Standards  
Agile Methodologies (Kanban & Scrum)  
Lean UX

### Computer skills

Sketch  
UserZoom / UserTesting.com  
Adobe CS  
Abstract  
Protopie & Principle  
MarvelApp & Invision  
HTML & CSS / SaSS  
Jira / Craft.io  
Miro