

PROFILE

I create powerful designs, using user stories and data, for strategic alignment.

SKILLS

- User Experience Design
- User Interface Design
- User-Centred Design
- User Research
- Sketching
- Wireframing
- Prototyping
- Information Architecture
- Interaction Design
- Usability Testing
- Mobile Design
- HTML
- CSS
- Javascript
- Interpersonal
- Communication
- Problem Solving
- Research
- Teaching

TOOLBOX

- Sketch
- Figma
- Zeplin
- Adobe Creative Suite
- Abstract

EMPLOYMENT



Product Designer (Intermediate)

September 2017 - Present

Chalk Education Inc.

- Producing wireframes, mockups, prototypes and other UX/UI assets for user-centred design efforts to create a suite of apps used in schools across the world
- Leading medium to large-sized projects that involve the entirety of a design cycle: user interviews, competitive analysis, journey mapping, mental-model mapping, card sorting, wireframing, interaction design, visual design, and usability testing sessions
- Collaborating with Engineering, Customer Success, QA, Go-To-Market and other teams to constantly enhance designs
- Working with the Design Lead and Engineering to develop a design system with an effort to establish a codified library of Chalk's own design principles, process, style guide and user interface components
- Actively seeking to improve design processes for the team - for example, led the efforts to establish the following; Chalk's Design Principles, Figma template file, a revised Product Specification document, usability testing sessions, and Product Retrospective



Digital Media Associate

November 2015 - August 2016

Community Innovation Lab

- Spearheaded all marketing initiatives to increase number of applicants for entrepreneurship programs
- Revamped website by card sorting and information architecture for better user experience
- Discovered and reduced pain points of application process via journey mapping and user personas



Communications Associate

May 2015 - November 2015

Canadian Race Relations Foundation

- Managed all aspects of communication, including, monthly newsletters, press releases, event briefs, and project reports
- Involved in conversion of website redesign for the purpose of better user experience
- Developed, implemented, and evaluated social media campaigns
- Maintained corporate relationship management activities via Salesforce
- Designed print materials, such as annual reports, brochures, and booklets for bilingual audiences

CERTIFICATIONS

Certified Teacher

Ontario College of Teachers

April 2015

Hootsuite Certified

Hootsuite Academy

January 2016

Certified Henna Artist

Ash Kumar Beauty Academy

October 2015

INTERESTS

- Sketching
- Painting
- Cooking
- Travelling
- Bollywood Cinema

VOLUNTEER



Workshop Facilitator

Canada Learning Code

September 20, 2019

- Facilitated a 6-hour workshop, *Introduction to UX/UI Design*, to an audience of 40 participants from diverse backgrounds.



Occasional Speaker

Sheridan College

2017 - Present

- Invited on an annual basis to speak about career in design to students in the Interactive Media Management program



Occasional Speaker & Mentor

Women in Engineering (WiE) at the University of Waterloo

2018 (Various Dates)

- Provided mentorship and support to young women entering the STEM fields in WiE's first hackathon
- Facilitated a workshop on UX designing
- Speaker at an event catered to young women in high school entering STEM fields



Vice Chair

Women's Portfolio - Aga Khan Council For Ontario

October 2015 - March 2017

- Worked with other groups in the community to establish mentorship programs to combat the issue of poverty
- Planned and executed multiple programs and events that empower women, including Women in Technology - attended by over 300 people
- Determined and allocated resources effectively required to complete each project
- Developed a timeline of activities on a quarterly and yearly basis
- Recruited, trained and managed volunteers on an ongoing basis

EDUCATION



Sheridan College

Oakville, Ontario

April 2017

- Post Graduate Certificate - Interactive Media Management



York University

Toronto, Ontario

April 2015

- Bachelor of Commerce - Specialized Honours in Management
- Bachelor of Education - Intermediate/Senior Division