

**Product Designer with over 10 years of expertise shaping strategic product direction,
and crafting user-centered design solutions that drive business impact.**

Experience

Design Director @ Klipfolio

2023 - Present

Partnered with company leadership to define product strategy, roadmap, and align design initiatives with business objectives.

Spearheaded innovative UX projects, including AI integration and advanced analytics, to drive engagement and elevate user experience.

Supported a pivotal shift in product market fit, expanding focus from SMBs to Mid-Market and Enterprises, and rethinking the product to serve both business users and data teams.

Guided and mentored a team of designers, researchers, content writers, and developers, fostering a culture of collaboration and growth.

Senior Design Manager @ Klipfolio

2020 - 2023

Managed and mentored a multidisciplinary design team, overseeing hiring, resource planning, and professional development, while providing hands-on design direction.

Championed various UX projects for Klipfolio PowerMetrics, enhancing metric creation, optimizing onboarding, and boosting product engagement and early adoption.

Coordinated closely with Product Management and Engineering to define and prioritize strategic projects.

Collaborated with UX research to lead usability testing and customer interviews, refining key product metrics and leveraging product analytics tools to measure design effectiveness, enhance the user experience, and shape future product strategies.

Design Lead @ Klipfolio

2017 - 2020

Led a team of designers delivering high-quality, user-centric experiences across Klipfolio's product suite, including Klipfolio.com, Klipfolio MetricHQ, and Klipfolio PowerMetrics.

Contributed to the design of various UX projects for Klipfolio PowerMetrics, improving the editing experience for Dashboards and Metrics.

Played a key role in developing branding and design systems, ensuring consistency across the suite of products.

Fostered cross-functional collaboration between marketing, design, and product teams to create a seamless user experience across the Klipfolio ecosystem.

Designer & Front-end Developer @ Klipfolio

2014 - 2017

Owned ideation and prototype development for Klipfolio's website, ensuring a user-centric design approach and contributing to the overall visual identity and user experience.

Conducted rigorous A/B testing and conversion rate optimization strategies to drive key business metric.

Education

Bachelor of Information Technology — Carleton University

2009 - 2013, Ottawa, ON

Advanced Diploma in Interactive Multimedia and Design — Algonquin College

2009 - 2013, Ottawa, ON

Skills

Visual Design

Mobile Design

Design Systems

Prototyping

Journey Mapping

Interaction Design

User Research

Data Visualization

Business Intelligence

HTML/CSS/JS/React

Tools

Figma

Adobe Creative Suite

Framer

Mixpanel

Google Analytics UA/4

Miro

GitHub