

Product Designer - People Manager - Talent Mentor

Experience

Senior Design Manager @ Klipfolio

2020 - Present

- Leading the Design Team at Klipfolio, a multidisciplinary team that includes designers, researchers, writers, and developers.
- Working with product and engineering peers to define the overall strategy and direction for the product.
- Contributing to and leading various UX projects and that range from user onboarding, data analytics, visualizations enhancements, to product-led growth projects.
- Utilizing data analytics tools such as Mixpanel, FullStory, and Google Analytics to track and understand user behaviour throughout the entire funnel to measure the impact and effectiveness of the Design Team design efforts.
- Leading the Onboarding Team, a cross-functional team, that runs projects and experiments on user onboarding throughout the website and app.
- Working with the Marketing Team to help design a cohesive and delightful user experience that spans across all touch-points, including the website, app, and emails.
- Promoting user-driven/data-backed decision-making, advocating for UX insights, and raising the bar for quality and polish across their domain.
- Collaborating with UX research to run usability tests and customer interviews, and ensure that research findings are integrated into the design and development process.

Design Team Lead @ Klipfolio

2017 - 2020

- Led a team of designers and developers that helped ship quality, user-centric, and delightful web experiences to Klipfolio.com, Klipfolio's MetricHQ, and Klipfolio PowerMetrics.
- Helped design and develop key branding and design systems for the web design team to follow.
- Contributed to the design and development of various web projects.
- Installed a comprehensive event tracking system to help our research and marketing team better understand users' behaviour.
- Focused on rigorous A/B testing and conversion rate optimization to achieve business goals and improved user experience.

Designer and Front-end Developer @ Klipfolio

2014 - 2017

- Led idea and prototype generation of Klipfolio's website, consulted with Chief Marketing Officer and Digital Marketing Manager.
- Created mock-ups, layouts, and storyboards for upcoming web pages for Klipfolio's website.
- Worked with website management and analytics tools including, but not limited to, Optimizely, Google Analytics, and Marketo.
- Ensured that Klipfolio branding guidelines are followed in terms of content and visual elements.
- Assisting other teams utilize Klipfolio's website including, but not limited to, documentation, product development, and support resources.

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

Figma Sketch Photoshop AfterEffects Visual Design Mobile Design Design Systems
Prototyping Journey Mapping Interaction Design User Research Data Visualization
Business Intelligence Mixpanel FullStory Google Analytics UA/4 Miro HTML/CSS/JS/React