

Senior Product Designer and UX Lead designing complex web applications, operational platforms, design systems, and AI supported enterprise experiences across healthcare, public sector, and technical domains. Experienced in owning end to end product design from discovery, research, concepts, prototypes, interaction models, detailed UI, design specs, QA review, and shipped product improvements. Trusted cross functional design leader who partners with product, engineering, research, policy, and operations teams to simplify complex workflows, improve trust, and deliver measurable outcomes.

## CORE SKILLS

- Senior Product Design for Complex Web Applications
- B2B and Enterprise Operational Platform Design
- End to End Product Design, Discovery to Shipped UI
- UX Strategy, Product Strategy, and Design Leadership
- Interaction Design, Workflow Design, and Information Architecture
- Design System Development, Governance, and Scalable UI Patterns
- Cross Functional Collaboration with Product, Engineering, QA, Research, Policy, and Operations
- Research Planning, User Interviews, Usability Testing, and Rapid Iteration
- Accessibility, WCAG Standards, Inclusive Design, and Trust Centred UX
- Design Specs, Acceptance Criteria, QA Validation, and Release Support
- AI Supported UX Design, Symptom Assessment, Chatbot Concepts, and AI Design Workflows
- Success Metrics, Tradeoff Framing, Stakeholder Alignment, and Product Roadmapping

## PROFESSIONAL EXPERIENCE

### UX Lead, Senior Product Design | Ontario Health 2022 - Present

Lead senior product design and UX strategy for Health811, Digital Correspondence, and Prevention & Screening Hub, designing complex web based service platforms, operational workflows, logged in provider experiences, and public facing digital health products used by millions of Ontarians.

- Defined the UX roadmap and contributed to the product roadmap for Health811 by translating user research, stakeholder feedback, operational needs, and product constraints into prioritized improvements, clearer interaction models, and durable design decisions.
- Partner daily with product managers, engineers, researchers, analysts, and QA partners to frame ambiguous problems, define requirements, clarify tradeoffs, create prototypes, document specs, validate implementation, and ship evidence based product improvements.
- Invited UX representative on the Health811 AI Governance Table, helping evaluate AI supported product experiences, conversational UX opportunities, risk, trust, accessibility, and responsible AI use within province wide public health navigation services.
- Oversaw design quality, implementation quality, and vendor output across six external partner companies, using design systems, accessibility standards, clear specs, QA review, and stakeholder alignment to ensure consistent product experiences across multiple programs.
- Mentored senior and intermediate designers while raising the craft bar across multiple product areas, strengthening interaction design, accessibility, design system adoption, product thinking, and consistency of shipped experiences.
- Presented research findings, usability insights, product recommendations, and design tradeoffs to VP level stakeholders, aligning teams around priorities, success measures, roadmap decisions, and the best path forward.
- Championed accessibility and inclusive design by embedding WCAG standards into scalable design system patterns, improving clarity, consistency, usability, and trust for diverse user groups across Ontario.
- Advanced AI supported UX initiatives including the Health811 Symptom Assessment Tool, conversational design prototypes, and chatbot exploration.
- Used research, analytics, usability testing, and rapid iteration to contribute to measurable reductions in wait times, increased engagement, and continuous improvement across complex service workflows.
- Helped shape product direction across multiple programs by connecting user needs, policy goals, technical constraints, operational realities, and measurable outcomes.

### UI/UX Lead | TikTi 2021 - 2022

Led UX and UI direction for web and mobile products, helping establish scalable design patterns and product experiences that supported business growth and user adoption.

- Established a cohesive design language, reusable UI patterns, and scalable interaction models for web and mobile products.
- Partnered with leadership and engineering to connect product strategy, customer needs, usability, and business growth into clear design direction and shipped product improvements.
- Created user flows, wireframes, prototypes, and polished UI concepts to support product planning, stakeholder alignment, and implementation.
- Helped define product experience standards that improved visual consistency, usability, and delivery quality.

## **Digital Experience Designer and UX Lead | OCAS Ontario College Application Service, Guelph, ON 2015 - 2021**

Directed UX from concept through launch for digital application platforms, student services, and administrative workflows across Ontario's post secondary application ecosystem.

- Directed end to end product design from discovery through launch for OCAS's International Application platform, a complex transactional web application supporting account creation, forms, payments, document workflows, status tracking, and multi user operational needs.
- Designed OCAS's first native mobile app and supporting responsive experiences, improving access, usability, navigation, and service reach across student and administrative user journeys.
- Planned and ran usability testing, analyzed support pain points, redesigned key workflows, and reduced support calls by 15% while maintaining security, performance, accessibility, and user trust.
- Partnered with product, engineering, business stakeholders, and external vendors to clarify requirements, review design execution, and improve the quality of shipped experiences.
- Simplified complex application flows by improving information architecture, form design, status visibility, content clarity, and task completion paths.
- Supported design system growth and UI consistency across web and mobile platforms.

## **UI Design Team Lead | APPTUI , Hamilton ON 2012 - 2015**

Directed UX strategy and product design execution across mobile and web application experiences, leading research, interaction design, prototyping, usability testing, and design delivery.

- Defined UX direction and usability standards across multiple products, ensuring cohesive design language and consistent quality.
- Conducted iterative user testing and market research to validate concepts, understand user needs, and guide product evolution.
- Managed a multidisciplinary team and partnered with engineering and leadership to prioritize work, clarify product requirements, review implementation quality, and maintain design excellence through fast delivery cycles.
- Created mobile app flows, screen designs, prototypes, and interface patterns for a range of client and internal product experiences.
- Integrated feedback from users, stakeholders, designers, and developers to improve usability, visual quality, and delivery efficiency.

## **Design Manager | eMedia, Guelph ON 2008 – 2011**

Managed a 14 member design team responsible for large scale digital properties, interface design, content presentation, and user engagement improvements.

- Oversaw hiring, performance, salary planning, team structure, and design delivery across a multidisciplinary group.
- Directed large scale projects for high traffic platforms including hockey.com and golfcourses.com, improving engagement and retention through usability research and visual optimization.
- Led design reviews, quality standards, and production workflows to improve consistency across high volume digital experiences.
- Partnered with leadership, content, and technical teams to align design decisions with business goals and user needs.

## **EDUCATION**

**Post-Graduate Degree, New Media Design**, Sheridan College

**Honours B.A. Fine Arts**, McMaster University

## **CERTIFICATIONS**

- UX Management Certification, Nielsen Norman Group, work toward Masters Certification
- Usability Analyst, Human Factors
- Customer Experience Leadership, Acceleration Academy
- Agile and Lean UX
- Ideation Techniques
- Facilitating UX Workshops

## **DESIGN TOOLS**

- Figma
- Adobe Creative Suite
- Sketch
- AI assisted design, research synthesis, prototyping, and con workflows

## **COLLABORATION TOOLS**

- Jira
- Confluence
- Miro & FigJam
- Slack & Microsoft Teams

## **SELECTED ACHIEVEMENTS**

- Led large scale research, ideation, and co design initiatives with more than 1,000 Ontarians across diverse groups including Indigenous communities, French speaking populations, seniors, clinicians, youth, and persons with disabilities. Insights shaped product strategy, roadmap priorities, workflows, accessibility, and platform evolution.
- Guided UX strategy for Ontario's first AI supported symptom assessment experience, balancing conversational design, safety, trust, accessibility, requirements, and usability for residents accessing digital care.
- Developed enterprise design systems and reusable UI patterns that unified complex web and mobile experiences, improved accessibility, reduced design debt, and supported higher quality product delivery.
- Delivered UX, prototyping, and visualization projects for clients including Lockheed Martin, Agnico Eagle, and Calian, translating complex technical and operational systems into accessible, trustworthy experiences.
- Recognized by Microsoft as Artist in Residence for innovation in interactive design and digital storytelling.
- Directed collaboration between government, healthcare, product, engineering, QA, research, and vendor partners, improving accessibility, user trust, workflows, engagement, and shipped product quality.