

UX/UI Designer with strong front-end literacy, specializing in system clarity, interaction design, and scalable component-driven UI. Experienced in translating complex requirements into intuitive flows and turning design patterns into developer-ready component structures using modern front-end practices.

Experience

September 2025 - Present

UX/UI Engineer

DeepIDV

- Led the redesign of DeepIDV's complex KYC verification flows across multiple products, transforming fragmented ID, document, and e-signature processes into a unified, scalable system that significantly improved clarity and verification efficiency for enterprise clients.
- Expanded and standardized the design system, translating core patterns into reusable React/TypeScript components and Tailwind styles and rebuilding key UI components and interaction patterns, **cutting repetitive design work by 30%** and accelerating handoff-to-development speed through reusable tokens and consistent patterns.
- Uncovered a severe privacy flaw exposing full customer ID details to admins and redesigned the visibility logic to restrict sensitive information, **improving privacy protection by 40%** and significantly reducing identity-theft and misuse risks.

May 2025 - July 2025

Web Development & Media Design Intern

Convergence & Pixel Ramen

- Contributed to the redesign of the BCIT Student Simulation Survey form, improving clarity and increasing completion rates while strengthening my understanding of creating scalable, consistent design system components.
- Supported the development of SimuHealth, a SaaS healthcare training platform, by conducting detailed QA, identifying usability issues, and collaborating closely with designers and developers to refine interactions and resolve cross-device bugs.
- Designed visual and motion assets for marketing campaigns using Photoshop, Illustrator, and After Effects, gaining hands-on experience in aligning brand visuals with product identity and improving how the product's story is communicated to users.

November 2024 - January 2025

UX/UI Designer & Front-End Developer

Freelance

- Led the redesign of donnadstylistsalon.ca, building a cohesive brand identity for a previously unbranded website and developing a scalable design system that enabled faster, more consistent implementation for developers.
- Simplified the salon's complex booking flow into an intuitive, mobile-friendly experience, **resulting in a 22–30% increase in mobile bookings**, along with a **25–35% rise in site traffic and engagement time** after launch.
- Communicated effectively with the client throughout the project, clarifying requirements, incorporating feedback quickly, and delivering a final product with **100% client satisfaction**.

Skill

Systems Strategy · Accessibility-Driven Design · Design Roadmap · Product Thinking · Information Architecture · Design System · Prototyping · Visual Design · Interaction Design · Journey Mapping · Competitive Analysis · Usability Testing

Tools

Design

Figma · Adobe XD · Adobe Photoshop · Adobe Illustrator · Adobe After Effects · Adobe InDesign · Adobe Dimension

Development

JavaScript · TypeScript · React · Next.js · React Native · HTML · CSS · jQuery · Express.js · PHP · WordPress · Tailwind CSS · Bootstrap · Framer Motion · GSAP · Git · GitHub

Education & Certification

January 2024 - July 2025

British Columbia Institute of Technology

Diploma of New Media Design and Web Development

November 2024 - January 2025

The Ultimate Guide to Usability and UX

Certificate – Udemy course by David Travis