

## Product Designer & Builder for Startups and Scaling Companies

### Experience & Highlights

**Mar 2024—Present** **Independent** **Product Design Consultant**

Designing marketing sites and products for early-stage startups like Autokrator.ai and Logibytes.ca. On the side, cultivating Common Ground, a community of Vancouver creatives, and Up to No Good, a playful lifestyle brand turned creative studio.

**Nov 2021—Mar 2024** **Lillio (HiMama)** **Senior Product Designer**

Redesigned the Lesson Planner and launched Activities, an educator-focused learning database that informed adoption strategies across the company

**Jul 2017—Jul 2021** **Paycor (7Geese)** **Senior Product Designer → Design Manager**

Led design for OKRs and built the research program behind 7Geese's growth into a full performance management platform — then guided the team through its acquisition and integration with Paycor

**May 2016—Mar 2017** **RED Academy** **Design Instructor (Part-time)**

Developed and taught the UI Design curriculum, guiding students from foundational principles to real-world application

**Feb 2015—Jul 2017** **Unbounce** **Product Designer**

Shipped Lightboxes and Pop-ups — flagship products that empower marketers to go beyond just landing pages

**Jan 2013—Feb 2015** **Clearly** **Web Designer & Producer**

Launched marketing campaigns which helped fuel international growth that led to Clearly's acquisition by Essilor

### Training & Certification

- 2022** Design Mentor (Rethink)
- 2021** Youth in Tech Mentor (ISS of BC)
- 2019** Coaching & Mentoring (UBC Sauder)
- 2018** Human-Centered Design (IDEO + Acumen)
- 2016** UX Training (Nielsen Norman Group)

### Education

- 2009—2010** New Media Design Program (BCIT)
- 2004—2008** Bachelor of Science in Digital Illustration and Animation (Ateneo de Naga University)

### Skills

0→1 Product Design · Product Strategy · User Research · Design Systems · AI-assisted Design & Development · Mentorship & Coaching · Workshop Facilitation