



## Experience

Feb 2021 - present Remote

### Senior UX Designer | Oracle NetSuite

- Led end-to-end UX for enterprise HCM & PSA workflows from discovery to prototype and developer handoff.
- Defined multi-product workflow roadmaps with PMs, engineers, and researchers; tested with Early Adopters.
- Designed a unified, scalable location system, improving platform consistency.
- Leveraged AI/ML to streamline tasks, anticipate user needs, and boost engagement.
- Built AI-generated project summaries, simplifying time-intensive workflows.
- Simplified payroll setup, reducing support load and costs.
- Conducted research on automation trust, shaping payroll product direction.
- Advanced Oracle Redwood adoption, improving design consistency and dev handoff efficiency.
- Mentored junior designers on AI, prototyping, and generative design practices.

Project Use Case #1:

[Strategy for Service Based Companies ↗](#)

Project Use Case #2:

[Introducing AI in NetSuite ↗](#)

Feb 2019 - Feb 2021 Remote/Kitchener, ON

### Product Designer | D2L (Desire2Learn)

- Redesigned Brightspace features to improve usability and accessibility for global educators and learners.
- Delivered user-centered solutions by defining requirements and strategic plans with PMs and developers.
- Championed inclusive design, creating accessibility patterns that exceeded WCAG standards.
- Scaled adaptive learning flows by enhancing the design system and UI library across institutions.

Project Use Case #3:

[Streamlining the Portfolio Experience ↗](#)

Project Use Case #4:

[Content Creation Improvements ↗](#)

Sep 2019 - May 2021 Remote/Kitchener, ON

### Part-time Instructor | Conestoga College

- Taught undergraduate courses in graphic design fundamentals, user experience, and digital tools.
- Developed lesson plans, assignments, and critiques tailored to industry standards.
- Mentored students on portfolio development and career readiness.

Jun 2014 - Feb 2019 Waterloo, ON

### UX & Graphic Designer | Wilfrid Laurier University

- Designed intuitive university websites and online resources, collaborating with faculty, staff, and dev teams.
- Developed digital and print materials for campaigns and communications, enhancing engagement across internal/external audiences.
- Introduced UX practices like user testing and prototyping, driving research-informed solutions that increased platform engagement.

Apr 2011 - Aug 2013 Kitchener, ON

### Graphic Designer | Eastforest Homes

Developed campaigns and promotional materials for award-winning residential projects, ensuring brand consistency while coordinating publication timelines and managing department budgets.

Dec 2008 - Dec 2010 Guelph, ON

### Graphic Designer | Eagle's Flight

Collaborated with designers and project managers on training program materials; streamlined pre-press processes to improve production efficiency.

## Core Strengths

### UX & Product Design:

10+ years creating intuitive digital experiences for enterprise, education, and consumer products

### Strategic Design Leadership & Vision Setting:

Align design vision with business objectives to drive adoption and measurable outcomes

### Stakeholder Influence:

Build alignment across leadership, product, and engineering teams

### Business Impact:

Deliver user experiences that increase engagement, retention, and product scalability

### Design Systems & Standards:

Champion scalable systems, accessibility, and consistency across global platforms

### Education & Mentorship:

Former design instructor; mentor for junior designers and peers

## Education & Professional Learning

### Bachelor of Design

Griffith University

### Interactive Multimedia Management Post-grad Certificate

Sheridan College

### Graphic Design Diploma

Conestoga College

### Generative AI for Everyone

Coursera

### Oracle Cloud Infrastructure Certified AI Foundations

Oracle University