

## About Me

I am a visual designer with a fine art soul and a digital brain—shaping stories through web design, UI/UX, and concept-driven creativity. I craft intuitive, user-centered experiences for screens big and small, blending imagination with clarity to make ideas not just seen, but felt.

## Education

### + Bachelors of Illustration

Sheridan College

2009–2013

### + Web Design Post Grad

Sheridan College

2014–2015

## Tech Specs

Figma

Adobe Creative Suite

(Photoshop, Illustrator, InDesign, DW, etc)

HTML CSS

Studio Design

Sketch

## Language

+ English Native

+ Japanese N4-N3  
(Studying)

## Interests



## Work Experience

### + Design Lead | UI/UX Designer

2020–2025

Scoville

- Led end-to-end design and delivery of an internal Learning Management System (LMS), from discovery through launch.
- Collaborated with cross-functional teams to create user-centered designs for web and mobile applications, driven by user research, interviews, and surveys.
- Designed and iterated websites for our product, through wireframes, prototypes, and polished mockups guided by team and stakeholder feedback.

### + Lead Designer

2014–2022

Hasbro | Entertainment One | Secret Location

- Led visual and UX design across multiple projects—from concept pitching to final production—spanning websites, web & mobile apps, VR, and location-based entertainment (LBE) experiences.
- Directed the design and launch of a global brand and app product with over 8M lifetime downloads across platforms.
- Produced illustrations, concept art, storyboards, web design and merchandise designs to support both marketing and product development.
- Oversaw asset production and ensured alignment with marketing, branding and UX goals while collaborating closely with stakeholders, developers, and engineers.

### + Technical Illustrator Intern

2012–2014

Toronto Transit Commission (TTC)

- Created precise technical illustrations for training manuals using Adobe Illustrator, meeting tight production deadlines.
- Designed manual covers and visual assets with Photoshop and Illustrator to align with brand and instructional standards.
- Collaborated with subject matter experts and captured reference photos on-site to produce accurate visual documentation of mechanical vehicle components.