

Internships

Seeking S25 opportunities

Product Design Intern @ Full Sprint

FEB 2024 - AUG 2024

Collaborated on the redesign of **Heatmap.com**'s analytics platform, focusing on improving the user experience for small business owners analyzing website interactions. Conducted thorough **competitive analysis** and platform **information architecture** evaluation to identify key pain points, including scattered features, inconsistent UX patterns, and navigation bottlenecks in the existing interface.

Developed and presented a high-fidelity, interactive prototype that introduced a unified design system, streamlined navigation, and enhanced data visualization capabilities. Designed **32+ new UI components**. Received **positive stakeholder feedback** for its cohesive visual language, intuitive information architecture, and scalability. Beta customers on the final redesign release reported **10x easier navigation** and **4x faster load times**, leading to higher ROI.

Experiences

Director of Design @ GBDA Society

DEC 2024 - PRESENT

Overseeing all design efforts for the GBDA Society with **high attention to detail**. Led and launched the **first redesign of the GBDA Society logo since 2016**, modernizing its visual identity and ensuring consistency across platforms. Helped **organize Mosaic 2025**, University of Waterloo's largest **Innovation Challenge**.

Founder @ MuniSync

MAY 2024 - PRESENT

Conceptualized and designed the MuniSync app and platform, an innovative solution for managing digital municipal infrastructure. **Engaged with local municipalities** to discuss service potential and present MVP demos, and receiving positive feedback and new ideas. Recruited team members and currently running as an **early stage startup**.

Co-Founder & Product Designer @ Elapse

NOV 2022 - JAN 2025

Designed and developed the Elapse mobile app for the **Vex Robotics Competition**, now with **3,200+ users** globally. Recruited and **led a team of eight** to develop and publish the app, featuring innovative systems that help competitors. Users reported **3x faster** data access on average over other apps. Recognized as a game-changer in VRC.

Projects

View all on my website

SmartBasket

Designed & developed SmartBasket (www.smartbasket.app), an innovative shopping web app that helps Canadians save money and time when buying products from local stores. Combines genAI with location based crowdsourcing to help users find the best deals in a time of tariffs and high costs. Uses Firebase, Gemini API, SerpAPI, GCP.

CoCart

Led the design of CoCart, a browser extension and app that cuts shipping pollution and cost by enabling hyper local group buys of products on different shopping websites. Items from the same store ship to a local distributor (e.g. condo front desk) in one package, reducing unnecessary packaging waste. Built in parallel with a viable business model.

Education

University of Waterloo	Unionville High School
2024 - 2029	2020 - 2024
Global Business & Digital Arts (GBDA) with co-op	STEM Program OSSD

Awards

First Place (UWUX Fuse '24). Second Place (YRHacks '24). Best Design (Alicehacks '23). Honors (Awwwards.com '23). Design Award (Vex Robotics Competition '23). Second Place (Skills Ontario Web Design '22).

Community

Curator @ Design Waterloo. Organizer @ Mosaic 2025 (GBDASoc). Design workshop host @ NRG Hacks 2025, Mosaic 2025, GeeseHacks 2025, Winterhacks 2024. Club Lead @ UHS Interface. Team Captain @ VRC Team 25K.

Skills & Tools

UI/UX Design, UX Research, Design Systems, Human Centred Design, Design Thinking, Graphic Design, Branding, Frontend Development, & Team Leadership.	Figma, Sketch, Adobe Creative Suite, JavaScript, HTML/CSS, Dart/Flutter, Kotlin/Jetpack Compose, Swift/SwiftUI, React, C++, & Python.
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