

*Rooted in deep empathy for human-centered design and accessibility. I transform complexity into clarity through data-driven insights, user research, strategic end-to-end design thinking & visual storytelling. I'm shaping engaging, functional, and accessible solutions that build trust, deliver lasting value, and balance user needs with business goals across platforms in both B2B and B2C.*

## EXPERIENCE

### Product Design Consulting

| 03/2024 - Present

IxDF | Stage Startup Consulting

- **Design Consulting** - Owned end-to-end product design in an early-stage startup, defining research questions and driving product strategy through qualitative interviews, surveys, and data analysis. Synthesized insights into clear product decisions and presented strategic recommendations to stakeholders, guiding concepts from discovery through execution.
- Designed AI-driven adaptive interfaces and conversational flows, advancing human-AI interaction patterns while simplifying complex technical requirements into intuitive, accessible experiences. Bridging physical and digital experiences while creating scalable design workflows that supported product expansion.
- Led the integration and merger of multiple products into a unified brand ecosystem, shaping information architecture, user flows, wireframes, data visualizations, and high-fidelity designs to create cohesive, user-centered experiences across platforms.
- Presented design rationale, system thinking, and user impact narratives to cross-functional teams to drive alignment and accelerate decision-making
- **IxDF Instructional Design | Visual Communication & Design Thinking** - Create instructional content on visual communication, guiding creativity, design thinking processes, case studies, design systems, typography & color theory for students at various stages of their creative journey from diverse backgrounds and varying levels of expertise.

<https://curlydesigner.com/smart-tv>

### Sr UX/UI Designer 'Game of Thrones'

| 08/2022 - 10/2023

Warner Bros Discovery

- Partnered with cross-functional teams to define requirements and conducting competitive analysis and user research to identify usability gaps - resulting in clearer navigation and improved visual cohesion.
- Designed end-to-end product experiences including user flows, information architecture, wireframes, high-fidelity UI, and interactive prototypes for complex features.
- Documented core functionality and design guidelines in Figma, Miro & Confluence. Scaled and evolved a shared design system by creating reusable components that improved consistency and cross-team alignment.
- Design-to-dev handoff - worked closely with engineering throughout delivery to ensure accurate implementation, platform constraints, responsive breakpoints, accessibility alignment, and design intent from concept to release.
- Involved in qualitative and quantitative user testing, translating insights into iterative improvements that balanced business goals, technical feasibility, UX quality, and WCAG-compliant accessibility across devices.

<https://curlydesigner.com/wbd-hud>

## EDUCATION



### MBA AI mini

NJ Rutgers University USA



### MA HUMAN - INTERACTION DESIGN

London Middlesex University, UK



### B.DESIGN 3D MODELING & INTERIOR ARCHITECTURE

College of Management Design & Architecture

## VOLUNTEERING

### Co-Leader IxDF Jersey City Design Thinking Workshops

IxDF Organization, NJ, US

### Instructional Designer UX/UI Course Development.

Sheridan College, ON, CA

### Professor Assistant Teaching Design Tools

London Middlesex University London, UK

### Photographer & Video Story Creation

Tamarak Camp, NJ, US

# EXPERIENCE

## UX/UI Product Designer

BlackBerry Cyber Security

| 01/2017 - 10/2021

- **Multichannel Collaboration** - Worked across different channels in the company: designing for IoT, Cybersecurity, Privacy, Productivity, & Gamification. Delivering secure, user-centered experiences that balanced business goals with technical constraints, backed by usability research and stakeholder alignment, ensuring solutions met both security standards and user expectations.
- **Human-Centered Design** - Applied holistic considerations for usability and accessibility & created intuitive solutions that simplified complex security data, optimized workflows, and empowered users.
- **Cross-Platform Experience** - Designed for responsive web and mobile (iOS/Android), ensuring a cohesive, trusted experience across devices, platforms & customer-facing applications.
- **Design System** - Led the creation of a unified Design System across all products, defining accessibility and visual guidelines for both dark and light modes. Conducted research and case studies to address dark/light theme usability challenges, ensuring visual clarity & transparency in sensitive data displays. Ensuring a consistent & delightful user experience while considering platform-specific design guidelines & maintaining a unified brand identity.
- **Data Visualization & UX Artifacts** - Produced complete UX deliverables, including information architecture, user flows, wireframes & UI components. Design engaging iconography, informative infographics & data visualizations to simplify complex cybersecurity metrics into clear visuals. Consider tailored onboarding experiences for first-time users, with a helpful tool-tip system and empty-state visualization, improving trust in product adoption.
- **Brand Guidelines** - provided occasional support to the Brand team by contributing to product design guidelines and company branding materials.
- **Conceptual Prototyping** - Collaborated with the innovation team to generate conceptual prototypes for new features and products.
- **Supported the Engineering** team to ensure effective implementation of designs & accessibility requirements.
- **Mentorship and Guidance** by clarifying design challenges, providing feedback, and fostering accessibility best practices while promoting ethical design principles across projects

 <https://curlydesigner.com/colour-accessibility>

 <https://curlydesigner.com/bb-brand>

 <https://curlydesigner.com/design-guidelines>

 <https://curlydesigner.com/secusuite>

 <https://curlydesigner.com/power-center>

 <https://curlydesigner.com/empty-data>

## UX Research | UI Design | Visual Designer - Contract

Compass Group USA Design Studio

[Mayo Clinic, TJX, Companies, Toronto Zoo]

Scotia Bank

| 01/2016 - 12/2016

- Delivered UX research, UI design, and visual design across enterprise and consumer-facing organizations, including healthcare, retail, financial services. Designed wireframes and interactive prototypes for a customer-facing iPad self-service banking application, simplifying complex workflows across registration, account management, and subscription experiences using research-informed information architecture and interaction patterns. Partnered with business stakeholders to define requirements, user goals, and success metrics. Producing journey maps, personas, wireframes, UI components, iconography, illustrations, and interactive kiosk experiences across mobile, tablet, web, and touch screens.
- Collaborated with engineering teams within Agile environments to ensure technical feasibility and high-quality delivery.
- Supported promotional initiatives through video and sound editing.

 <https://curlydesigner.com/customer-satisfaction-kiosk>

 <https://curlydesigner.com/tjx-market>

## Interactive Digital Designer

2D Illustrator | 3D Design

Design Agency

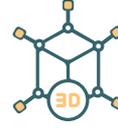
Media & TV | Events & Exhibitions | eCommerce & Retail

| 2010 - 2014

- Contributed into a multidisciplinary design, photography, and exhibition studio, supporting international clients across Europe and North America. Delivered visual solutions across print, web, digital, and 2D/3D graphic.
- Collaborating closely with copywriters, photographers, creative directors, and producers to strengthen brand presence & ensure alignment with brand strategy and audience needs. Integrating localization and cultural adaptation for global audiences.
- Extended contributions into video production and motion graphics, supporting editing, visual effects, set design, and storytelling for broadcast and exhibition environments

 [View more: https://curlydesigner.com/](https://curlydesigner.com/)

## DESIGN TOOLS



### Product Design & Collaboration

- Figma
- FigJam
- Adobe XD
- Sketch
- Zeplin
- Miro
- Confluence
- Jira
- Google Analytics

### Visual Creative Graphics

- Adobe Creative
- Photoshop
- Illustrator
- Affinity Designer
- Adobe Firefly
- Canva
- Midjourney

### Motion

- Frame.io
- After Effects
- Runway
- Premiere Pro
- Final Cut Pro
- Adobe Animate

### 3D Design

- Autodesk 3D Max
- Cinema 4D
- Autodesk Revit
- Blender
- Adobe 3D
- Spline 3D

### Technical

- GitHub
- VS Code
- WordPress
- Markdown
- HTML CSS

## CORE CAPABILITIES

### AI & Emerging Technologies

- AI-Driven Product Design
- Human-AI Interaction
- Prompt Engineering
- Conversational Design
- Data-Informed & Adaptive Interfaces

### Research & Validation

- User Research
- Usability Testing (Qualitative & Quantitative)
- Journey Mapping & Personas

### Visual & Communication Design

- Data Visualization & Infographics
- Illustration
- Motion Graphics
- Typography & Color Theory
- Branding / Print & Publishing

### Product & Experience Design

- UX/UI Design
- Interaction Design (IXD)
- Human-Centered Design
- Information Architecture
- User Flows
- Mobile & Web Product Design
- Design Thinking
- Wire-framing and Prototyping

### Systems & Strategy

- Design Systems & Component Libraries
- Accessibility (WCAG Standards)
- Product Strategy Alignment
- Personas

### Systems & Strategy

- Stakeholder Presentations
- Workshop Facilitation
- Cross-Functional Collaboration
- Design Reviews & Critiques
- Event Coordination

## BUSINESS & PRODUCT ENVIRONMENT

- B2B & B2C Platforms
- Enterprise-Scale Systems
- Early-Stage & High-Growth Startups
- Creative & Agency Environments

## EXPERIENCE IN INDUSTRIES

- Artificial Intelligence (AI)
- Cybersecurity & Privacy
- Enterprise Platforms
- Digital Banking
- eCommerce & Retail
- Media & Entertainment
- Gaming
- Interactive eLearning / EdTech
- Healthcare
- Automotive
- Fashion
- Design Agencies
- Photography & Exhibitions
- Architecture & Spatial Design