



My journey began with a deep empathy for human-centered design and accessibility, enriched by a B.Design and MA in Human Interaction Design degrees. I've grown organically through hands-on work, evolving from Visual Design & UX/UI - into holistic Product Design—getting involved from concept to launch. Crafting multiple design systems for various platforms, mobile & web. Transforming complexity into simplicity while ensuring the result is visually appealing, highly functional, accessible, and meets both user needs and business objectives (experience both in B2B and B2C sectors).

EXPERIENCE

- Research | UX-UI | Visual | Product Design - Freelancer** | 02/2024 - Today
Instructional, eLearning, Start-ups
- Sr UX/UI Product Designer** | 08/2022 - 10/2023
Warner Bros Discovery
- Senior UX/UI | Visual Designer | eLearning** | 04/2022 - 07/2022
Hatch Early Child Education
- Senior UX/UI Product Designer & Visual** | 01/2017 - 10/2021
BlackBerry Cyber Security
- UX/UI Product Design & Architecture** | 10/2016 - 12/2016
Scotia Bank
- UX/UI Research | Visual Design & Video Editing** | 01/2016 - 04/2016
Compass Group
- UI Interactive Designer & Illustrator** | 01/2014 - 07/2014
Wizits Ltd Game Studio
- Interactive Digital Designer & Illustraor** | 09/2012 - 03/2013
BWIN Party Digital Media and Entertainment

EDUCATION

-  **MA HUMAN - INTERACTION DESIGN**
London Middlesex University
-  **B.DESIGN INTERIOR ARCHITECTURE & 3D ENVIRONMENTS**
The College of Management - School of Design

COURSES & TRAINING

LEADERSHIP

- UX Management, Design & Product Leadership
- IxDF - Interaction Design Foundation

PRODUCT & BUSINESS COURSES:

- Cyber Security
 - Data-Driven Product Research & Design Thinking
 - Product Management for AI
- Udemy

ART DESIGN & ARCHITECTURE

- Design Thinking for UX Design Leaders
 - Research & System Thinking for Product Design
- MDX University
- Human Interaction, Consumer Behavior & Social Psychology
 - Phylosophy History of Art Design & Architecture
 - Narrative, Cinema and Game Set Design
- The College of Management

TECHNICAL COURSES:

- HTML/CSS, Markdown, CMS
 - Animation, Video and Effects
 - 3D Design Modeling & Rendering
- MDX University

VOLUNTEERING

- Art Teacher Assistant**
K-8 GRTW Academy, NJ, US
- Photography & Videography**
Tamarak Camp, NJ, US
- Instructional Designer**
UX/UI Course Development.
Sheridon College, ON, CA
- Professor Assistant**
Teaching Design Tools
London Middlesex University
London, UK

DESIGN TOOLS

- | | | |
|---|--|---|
| Product Design | Illustrations & Graphics | Video, Sound & Animation |
| Adobe XD
Figma
Sketch
Zeplin
Miro | Adobe Creative Cloud
Illustrator
Photoshop
InDesign
Afinity Designer
Midjourney | Frame.io
After Effects
Premiere Pro
Final Cut Pro
Adobe Animate |
| 3D Design | Technical | |
| Autodesk 3D Max
Cinema 4D
Autodesk Revit
Blender | GitHub/ Code Markdown
Wordpress
HTML CSS
Confluence | |

NEXT >

Discover the Depth of My Experience

EXPERIENCE DESCRIPTION



Research | UX/UI | Visual | Product Design - Freelancer

| 02/2024 - Today

Instructional, eLearning, Start-ups

- **Research** and stay up-to-date with the latest design, emerging technologies, and trends. Dedicate time to mastering AI-driven design and the future of Human Interaction Design. Actively engage in the eLearning community and webinars to gain insights from industry leaders on Design & IxD advancements.
- **eLearning** - implement materials for comprehensive lesson plans tailored to accommodate learners from diverse backgrounds and varying levels of expertise. Developed instructional content on visual communication & guiding creativity, design thinking processes, visual communication, design systems, typography, color theory, and layout. Teaching and mentoring students at different levels of their creative journey.
- **Design** - work with early-stage startups to support hands-on Visual & UX Design processes.



Sr UX/UI Product Designer

Warner Bros Discovery

| 08/2022 - 10/2023

- **Collaborate with cross-functional team members** like Product Managers, Researchers, Content Strategists, and Engineers to gather information, conduct competitor research & analyze user behavior and visual challenges. Understand the technical requirements and limitations, customers/stakeholders needs, business requirements, and technologies. Use my design thinking to consider company values and find creative solutions that work, both for the product and the brand.
- **Applying human-centered design implementation** to focus on intuitive functionality and developing a unified Design System. Create components to ensure a cohesive & user-friendly experience throughout the product ecosystem. Produce user flows, info-architecture, wireframes, mockups, and prototypes to enhance overall user experience. Design user-friendly and visually appealing features and components that contribute to the product's improvement.
- **Document core functionality and guidelines recommendations** in Figma, Miro & Confluence for team reference. Establishing a shared understanding of design principles and guidelines, fostering an organized workflow for seamless integration across diverse teams.
- **Support the Engineering team** & test the implemented designs while ensuring user accessibility is maintained. Coordinate between teams, effectively bridging communication gaps and enhancing collaboration.
- **Participate in user testing sessions** to gather insights and leverage user feedback to enhance the design.



Senior UX/UI | Visual Designer | eLearning

Hatch Early Child Education

| 04/2022 - 07/2022

- Supporting the ongoing evolution and merger of multiple e-learning products into one Brand. Evolving design language and creating a Brand Identity & enhancing the user experience across all products to help create friendly interactions and intuitive experiences.
- Maintaining design system components to ensure consistency. Support discussions with engineering to ensure a common understanding of the outcomes. Sharing feedback and design recommendations to help create friendly interactions and intuitive experiences.



Senior UX/UI Product Designer & Visual

BlackBerry Cyber Security

| 01/2017 - 10/2021

- **Multichannel Collaboration** - Worked across different channels in the company: designing for IoT, Cybersecurity Privacy, Productivity, and Gamification.
- **Holistic Considerations for human factors, user research/ usability, and accessibility** throughout the design process. Creating user-centered and intuitive Design solutions to simplify complex data structures & optimize user workflows. Including responsive web & mobile (IOS/ Android) for customer-facing platforms and applications. Considering accessibility & ensuring a cohesive experience across various devices and platforms.
- **Ensuring a consistent & delightful user experience** while considering platform-specific design guidelines and maintaining a unified brand identity.
- **Leading a Design System** across all products & developed design system guidelines for accessibility and visual aesthetics in both dark and light backgrounds.
- **Conducting case studies & research** to address challenges related to dark & light theme usage.
- **Comprehensive Design considerations** from information architecture, user flows, wireframes, UI components, infographics, and data visualizations.
- **Conceptual Prototyping** - Collaborated with the innovation team to generate conceptual prototypes for new features and products.
- **Supporting the Engineering** team and ensuring effective implementation.
- **Visual Data Representation**: Collaborate with cybersecurity teams to translate data insights into visually compelling graphics. Design engaging and informative infographics and data visualizations to simplify complex concepts. Crafted a tailored experience for first-time users, including intro screens, empty-data visualization, iconography with a tutorial and helpful tool-tip system.
- **Brand Guidelines** - provided occasional support to the Brand team by contributing to product design guidelines and company branding materials.
- **Mentorship and Guidance** for junior colleagues - by understanding the design problems that need solving and offering Guidance and feedback to support their work.

EXPERIENCE DESCRIPTION



UX/UI Product Design & Architecture Scotiabank

| 10/2016 - 12/2016

Working part of the Universal Lab team - supporting Scotiabank's mobile App. Designing wireframes and interactive prototypes for a facing iPad application that redefines the future of banking for self-service.



UX/UI Research | Visual Design & Video Editing Compass Group Mayo Clinic, TJX, Companies, Toronto Zoo

| 01/2016 - 05/2016

Collaborate with business team members to define requirements and establish user goals, objectives, and success metrics to ensure product success. Design user-centered experiences through usability research and design thinking for mobile, tablet, web, and kiosk platforms. Include journey maps, personas, wireframes, UI elements, illustrations, iconography, and interactive kiosks. Occasionally assisting with video and sound editing for promos. Collaboration with engineering teams to understand the technical constraints. With exposure to Agile methodologies.



UI Interactive Designer & Illustrator Wizits Ltd Game Studio

| 01/2014 - 07/2014

Illustrating UI and iconography for game elements and story themes. Creating animations and video for publishing. Designing for a game that runs both on the web and mobile.



Interactive Digital Designer & Illustraor BWIN Party Digital Media and Entertainment

| 09/2012 - 03/2013

Producing conceptual designs for all Brand elements in the business. Considering localization for a copy that was translated and published in more than 22 languages worldwide. Choosing the appropriate style to agreed standards and time frames; ensuring that the creative produced of high quality and supports the Brand's guidelines.



Digital Designer Tesco Direct - Publishing

| 09/2011 - 09/2012

Working part of a major business transformation and re-launch, within the Web Publishing and Merchandising team. Designing web pages, banners, newsletters, icons, visual navigation and other online graphics and illustrations. Responsible for creating visual appeal for the new website, in departments such as Clothing, Beauty, Home, Technology, Gaming, Sports and more. Finding creative and innovative visual solutions, with designs that identifies with the target audience, supporting costumer journeys and meeting the Brand's guidelines.

SKILLS

