

EXPERIENCE & BACKGROUND

Résumé

Senior UX/Product Designer specializing in design systems and B2B/B2C commerce platforms. Currently at Acro Commerce, where I turn fragmented CMS ecosystems (Drupal, BigCommerce) into governed, scalable component libraries — and increasingly, into AI-accelerated design-to-dev workflows. I don't just "make screens." I build the systems and shortcuts that let teams ship consistent product faster.

Experience

Senior UX & Creative Designer

Aug 2020 – Present

Acro Commerce Kelowna, BC

- Contributed to the early build-out of Acro's proprietary design system (Gesso) as part of the founding team; since applied and extended it across 3 client engagements spanning direct-to-consumer manufacturing and multi-property B2B reseller/dealer platforms.
- Extended a client's existing consumer-facing design system to support complex administrative flows — including sales management, content creation, and product management — adapting a system originally scoped only for end-users into one capable of internal/admin use cases.
- Applied Gesso and client design systems to build checkout, catalogue, and multi-cart ordering flows across B2B/B2C engagements, and used Dovetail AI to monitor client sentiment across ongoing account relationships.
- Used Dovetail AI to synthesize 10+ hours of stakeholder interviews and user testing sessions for a single client engagement, surfacing recurring pain points that shaped CMS information

architecture decisions.

- Used Antigravity to build a high-fidelity interactive prototype for a complex-interaction flow — enabling user testing at a fidelity that would have been difficult to achieve in Figma, in roughly a fifth of the build time.
- Co-authored an internal UX onboarding playbook covering component usage, design QA, and Figma-to-Development handoff, which was adopted by the UX team.

UI/UX Designer

2018 – 2020

Minga Kelowna, BC

- Led UI, UX, and content design for Minga's product — a K-12 campus management platform for digital IDs and student engagement — collaborating with a small cross-functional team.
- Briefly served as Creative Director at BlockAble Inc (early 2018), directing brand identity for a blockchain recruitment startup prior to its closure.

Creative Director & Graphic Designer

2014 – 2018

Cheeky Monkey Media Kelowna, BC

- Served as sole designer for the DrupalCon brand across three consecutive years (Los Angeles 2015, New Orleans 2016, Baltimore 2017) — delivering logo design, signage, and marketing collateral for one of the largest events in the open-source community, contributing to Cheeky Monkey's repeat selection for the contract.
- Provided creative direction and marketing support across client brand initiatives, guiding execution from concept through launch.

Creative Director & Graphic Designer

2011 – 2013

Media Button Kelowna, BC

- Directed a front-end developer and part-time designer to maintain design fidelity and product quality across client projects.
- Led branding, web design, and UI/UX initiatives from concept to execution for a diverse portfolio of clients.

Education

Fine Arts - Visual Communications

Okanagan College

UX Design Certification

Springboard

An intensive, mentor-led program covering user research, information architecture, wireframing, and interactive prototyping. Completed hands-on portfolio projects under 1-on-1 guidance from industry design experts.

Skills

Design Systems & Architecture

Component Libraries, Design Systems, Information Architecture, Design Tokens

Enterprise, B2B & B2C UX

Enterprise UI Patterns, B2B & B2C Workflows, CMS (Drupal, BigCommerce), Journey Mapping

AI & Development Workflows

Antigravity, Claude, Prompt Engineering, GitLab, AI-Assisted Prototyping

Design Tools

Figma (Expert), Adobe XD, Adobe Creative Suite, Affinity, DaVinci Resolve

Research & Strategy

User Research, Dovetail (AI), Discovery, Persona Development, Optimal Sort, Analytics

Workflow & Collaboration

Agile/SCRUM, Design Sprints, Jira, Confluence, Cross-Functional Leadership

