

Name

Title

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Recent Design Experience

Staff Product Designer

GitHub (Microsoft)

NOV 2021 - PRESENT, VANCOUVER

- Promoted from Senior to Staff
- Grew 152% in MEU and 150% in engaged repositories (repositories with activity in the last week) within 6 months.
- Increase adoption of Copilot (AI) purchases to 83%.

Senior Product Designer (Growth)

Blinkist

MAY 2019 - JULY 2021, BERLIN

- Created an ethical subscription design pattern that was adopted by Apple and Google that is now recommended to all designers and developers as a standard pattern.
- Coded and designed trial reminders that increased opt-in to push notifications from 6% to 74%, 23% uplift in conversion, 55% decrease in customer complaints.

Senior Product Designer

Jaycee Day Design (Freelance)

SEPT 2014 - PRESENT, VANCOUVER & BERLIN

- Had a variety of clients including Blinkist, Zalando, and ERGO.
- Created a UX process that is used at UC Berkeley as a learning resource.

CEO and Cofounder, Designer

Avocado Bots

JAN 2017 - JAN 2018, BERLIN

- Was CEO at avocado bots where we built AI assistants for conferences including Zalando's Visions conference.

Product Designer

Steamclock Software

DEC 2015 - JAN 2017, VANCOUVER

- Projects worked on that have been launched include: Arc'teryx, NowSecure, Arkit and Modern Advisor.

Skills | 10+ years experience

- Figma
- AI
- Design systems
- User interface design
- Conversational design
- Growth design
- HTML, CSS and JavaScript development
- Git version control
- Systems thinking
- Presenting and storytelling
- Project leadership
- UX Research
- Cross-functional experience
- Strategy

Speaking & Podcasts

- Config 2023
- Hyper Island (on ethics)
- SubClub Podcast
- Data Natives Conference
- Bots Berlin

Education

Software Development

BCIT

2014 - 2016

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