

Work Experience

Senior Product Designer **Videri** (digital signage)

Sep 2023 - Present

- Lead AI product exploration at Videri, designing LLM powered workflows, AI assisted tools, and automation opportunities across the product ecosystem, contributing to platform growth during a period of rapid expansion (93% YoY revenue growth, 234% gross profit increase, \$90M pipeline as of mid-2024).
- Mentored 3 internal and outsourced designers, including one promotion, to scale the Videri portal from a B2B offering to an enterprise grade solution supporting MSP partnerships.
- Drive design strategy in partnership with enterprise clients, negotiating complex business requirements.

Product Designer **Netcoins** (fintech)

Jan 2022 - Jul 2023

- Led iterative improvements to mobile onboarding, fund/withdraw, and trading flows, improving trade completion rates by 13% across retail users.
- Introduced modular fund/withdraw flows with feature flags, enabling scalable international expansion.

Product Designer **The PEER Group** (factory automation)

Jan 2021 - Jan 2022

- Designed and delivered a semiconductor SaaS platform for the largest chip manufacturer worldwide, automating previously manual workflows and doubling output while improving operational efficiency for engineering teams.

Product Designer **Brock Solutions** (airport logistics)

Jan 2020 - Jan 2021

- Designed enterprise dashboards for airline logistics systems, translating complex operational data into scalable tools used by large aviation teams, reducing lost bags by 9%.

Early Career (Product Design, B2B, Growth)

Mar 2016 - Feb 2020

Product and UX roles across enterprise SaaS, ecommerce, and growth at Ctrl V, Golf Town, and Asigra. Led growth marketing for Ctrl V's 17 franchisees, reducing acquisition cost from \$115.34 to \$2.50 through analytics and targeting. Built Python automation during Golf Town's ecommerce replatform and contributed to UX improvements for security SaaS platforms at Asigra.

Education

University of Waterloo

Bachelor's GBDA - Interaction Design

Christie Digital Design Award winner (x2), Global Experience Certificate, Dean's Honours List, Chosen to pilot Artificial Intelligence at The University of Waterloo

Skills

- Figma, Claude, Cursor, Vercel, Design Systems, Responsive Design (desktop, tablet, mobile), Information Architecture, Modular & Scalable Design, Prototyping (low to high fidelity), User Research (interviews, usability testing, surveys), B2B SaaS Growth Strategy, Design Mentorship
- AI Driven Product Design (prompt design, AI-assisted workflows, human-in-the-loop systems, AI prototyping tools)
- AI Assisted Design & Research (LLM-assisted synthesis, generative UI exploration, AI supported usability analysis)
- Python (basic scripting/automation), Basic HTML/CSS/JS knowledge
- Native Spanish speaker, conversational French.