

EXPERIENCE	Suncor / Petro-Canada UX Designer June 2023 – Present Trip Ninja Product Designer Design lead April 2022 – June 2023 Simply Benefits UX Design Specialist Sole designer April 2021 – April 2022	– Lead end-to-end design for revenue-driving features in the Petro-Canada iOS and Android app, used by 2.4M people a year. – Designed the Petro-Points offer hub, a net-new, app-exclusive feature: 1.1M members added 29M offers in 2026, up 179% YoY. – Expanded the hub with litre-tracking and activity offers, plus a new-offer badge on the Rewards tab that drew 9.3M taps. – Designed in-app car wash purchases, which sold \$19K in their first two weeks, nearly a third of the website's yearly sales. – Brought SuperPass fleet cards into the app, opening it to business drivers: SuperPass fuel-ups up 176% YoY, with drivers fuelling up 2× as often. – Redesigned the whole app and design system to WCAG AAA. – Led design end to end, from user research and roadmap planning with product and engineering to UI and product marketing. – Designed QuickTrip, the booking platform for agencies that don't integrate Trip Ninja's API, including self-serve sign-up and an admin dashboard. – Led the rebrand and a WCAG AAA design system, and partnered with the CEO on a marketing site that grew demo bookings. – Led design for the whole product: the member app and three web portals for advisors, employers and employees. – Redesigned the member app, growing downloads 163% and updates 20%, and rebuilt sign-up for 20% more sign-ups. – Redesigned advisor quoting, a tool that cuts turnaround from the industry's 4–6 weeks to about 5 days, and designed Voluntary Benefits, a new revenue stream. – Redesigned the public site and built its front end in React: bounce rate down 8%, session length up 12%.
AWARDS	Figma Make-a-thon Winner, Reimagining Iconic Interactions March 2026	Duet Booth: a photobooth for two people in different places. Designed and built solo in one day in Figma Make, and featured on Figma's blog.
EDUCATION	UBC Okanagan 2017 – 2021	Bachelor of Media Studies, Minor in Computer Science University of British Columbia
SKILLS	Design Research & data Platforms Tools & code Off the clock	Product design, UX/UI design, interaction design, user flows, information architecture, wireframing, prototyping, design systems User research, usability testing, accessibility (WCAG), Google Analytics iOS and Android apps, responsive web, B2B and B2C products Figma, Figma Make, HTML, CSS, React 35mm film photography, pilates, peppermint tea