

EDUCATION

Master of Information - UXD

University of Toronto

2024–2026 (Expected)

B.A. of Global Business and Digital Arts

University of Waterloo

2020–2024 (Dean's Honors)

SKILLS

INDUSTRY KNOWLEDGE

Product discovery

Business analysis

UX research

User testing

Customer journey mapping

Information architecture

Wireframing

Prototyping

SOFTWARE PROFICIENCY

UI design

Illustration

2D Animation

Interaction design

Design system

Design sprints

Workshop facilitation

A/B testing

TECHNICAL SKILLS

Figma

Sketch

Adobe Illustrator

ProtoPie

Miro

Notion

Jira

EXPERIENCE

Gina Ma Brands— UI/UX Designer

Jan 2026 – June 2026

Contract part-time • Toronto, ON

- Transformed an early-stage marketplace concept into a functional Figma Make prototype, enabling stakeholders to evaluate the product vision and plan future development.
- Designed connected workflows for students, industry partners, and administrators, reducing complexity across opportunity discovery, applications, postings, and platform management.
- Tested and refined critical interactions, resolving usability and functional issues to deliver a clearer, more consistent role-based experience.

UW Stratford Campus — Designer Teaching Assistant

Jan 2022 – April 2024

Contract part-time • Stratford, ON

- Evaluated the work of 200+ students and provided feedback to increase students' abilities to detect and remedy errors on their own.
- Assisted students in analyzing digital culture and society through podcasts, research papers, and videography.
- Held office hours to 60 students per week on deliverables and assisted them with video production using a Canon 90D camera.

University of Waterloo — Digital Communications Assistant

May 2023 – Aug 2023

Co-op • The Faculty of Environment • Waterloo, ON

- Managed Environment's Instagram and Facebook channels, increasing audience engagement by 10% within four months.
- Wrote and delivered five high-quality, insightful articles per week under tight deadlines.
- Redesigned the Faculty homepage, developing core user interfaces and preparing the project for its initial launch on student systems such as WCMS3.

Pifitapp - Paying It Forward — UI/UX Designer

Oct 2022 – Dec 2023

Contract part-time • Toronto, ON

- Collaborated with a cross-functional team to enhance the Paying It Forward app's mobile and web interfaces, leading to a 25% increase in task completion rates and a 10% boost in user satisfaction.
- Applied user-centred design methods to develop wireframes and high-fidelity prototypes, streamlining user flows and reducing cognitive load by 20%.
- Designed and maintained scalable UI components, contributing to a cohesive internal design system and improving design consistency across platforms by 40%.

PROJECTS

BioRush: Redesigning a Forensic Technology Website

Jan 2026 - April 2026

UX Designer & Researcher — University of Toronto Capstone| Partner: BioRush

- Conducted six stakeholder interviews to uncover audience needs, comprehension barriers, and content gaps, informing the website's design direction.
- Translated complex forensic technology into a clearer information architecture and content hierarchy for investors, partners, and scientific audiences.
- Created and iterated low- to high-fidelity wireframes, delivering a research-informed prototype and actionable recommendations for future implementation.

Refind: Redefine Secondhand Shopping Experience

Sept 2024 – Dec 2024

UX Research & Design Lead — End-to-End Case Study

- Designed a second-hand shopping app combining UX research, analytics, and sustainable fashion to help Gen Z users build mindful spending habits.
- Conducted user research (surveys, interviews, journey mapping) to identify pain points and behavioral insights around second-hand shopping.
- Led usability testing and iterative design sprints to improve flow and align with user and business goals.