




Profile


Creative and detail-oriented UX/UI Designer & Front-End Developer with a background in visual storytelling, photography, and 14+ years as an educator.

Skills

 **Front-End Development** → HTML, CSS, JavaScript, jQuery, WordPress

 **Design & Prototyping** → Figma, Photoshop, Illustrator, InDesign, Premiere Pro

 **Photography & Visual Media** → Digital Editing, Client Relations, Creative Direction

 **UX/UI & Research** → Wireframing, Usability Testing, User Flows, Personas

 **Methodologies** → Design Thinking, Agile, Lean UX

 **Education & Mentorship** → Curriculum Development, Public Speaking, Mentoring

Education

Diploma in Front-End Development (2024 - 2026)
Wilson School of Design - Richmond, BC

Bachelor of Education (2008 - 2010)
University of Alberta - Edmonton, AB

Bachelor of Fine Art and Design (2002 - 2008)
University of Alberta - Edmonton, AB

Work Experience

Student Events Assistant
Wilson School of Design – Richmond, BC
Jan 2025 – Present

Freelance Photographer
2011 – Present

Dining Room Server
The Keg – Burnaby/Edmonton
2011 – Present

UX Experience & Projects

Memory Express Redesign – UX/UI & WordPress Development

2025 (in progress)

- Led usability testing and user interviews to improve e-commerce flow
- Created personas and user journeys to inform UX decisions
- Designed a responsive mobile-first prototype in Figma using components, auto layout, and variables
- Currently developing the working site using WordPress and self-hosted CMS

WhoPages – Live Web Directory App

2025 (Live)

- Designed and developed a responsive user directory web app
- Built with front-end tools and integrated with a MySQL database and PHP
- Implemented registration, login, and user dashboard features
- Focused on clean UI, intuitive navigation, and real-world UX patterns

GG 'Good Game' Groceries Design System – Scalable Design System for Meal Kit Brand

2025

- Created a complete design system for a fictional gamer-themed grocery delivery brand
- Defined tokens (color, spacing, typography), built components, and documented usage rules in Wordpress
- Designed multiple reusable page templates and UI layouts for marketing, onboarding, and product views
- Focused on accessibility, responsiveness, and brand consistency
- Delivered system documentation tailored for developer handoff and scalable use

Design Bubble – UX/UI Design & Research for a Design Encyclopedia

2024

- Designed an AI-powered educational tool for aspiring designers
- Conducted user research, competitive analysis, and usability testing
- Built interactive prototypes in Figma

GO-OS – Car Infotainment UI Design

2024

- Designed an accessible in-vehicle system focused on multitasking users
- Applied Hick's Law and Fitts's Law to streamline user decision-making
- Created an intuitive touch interface with clear iconography and strong contrast

Harry Ainlay Yearbook – Lead Publication Designer

2019 – 2024

- Directed layout, typography, and branding for a 200+ page annual yearbook
- Managed a team of 30+ student contributors
- Integrated storytelling and audience-focused design decisions

Graphic Arts & Photography Teacher

Edmonton Public Schools – Edmonton, AB

2017 – 2024

- Taught graphic design, photography, animation, and branding to high school students
- Embedded user-centered design thinking and accessibility into lessons and projects
- Led project-based workflows that mirrored UX team processes: research, prototyping, iteration
- Guided students in designing for real audiences, including logos, packaging, and editorial layouts