



Product and systems thinker with fifteen years of experience working within small teams to solve big challenges. Wearer of multiple hats who codes, illustrates, and mentors other designers.

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WORK EXPERIENCE

Jul '20 → Aug '22

VerticalScope

Toronto

Principal Product Designer

- I. Expedited the growth of our design system by guiding designers to become proficient at identifying, extracting, and composing common UI patterns.
- II. Alleviated lingering pains in designer-developer collaboration by creating a set of boilerplates and annotation components to standardize the design output.
- III. Drastically cut on design time and effort by baking in features such as responsiveness and theming into all of our highly used components.
- IV. Co-led a product discovery initiative to better understand and unlock value for the small business owners within our online communities.

Apr '19 → Apr '20

CrowdRiff

Toronto

Senior/Principal Product Designer

- I. Supported the growth of designers by guiding them through daily design work, navigating feedback, and alleviating process bottlenecks on their teams.
- II. Re-oriented design hiring to focus on cross-functional collaboration, handling ambiguity and feedback, effective communication, and eliminated any need to do work outside of interview time.
- III. Streamlined planning efforts by structuring how we estimate design work during the early stages of a project based on the number and type of unknowns.
- IV. Co-led major research and discovery initiatives to identify and quantifying the main ways our platform help our customers monetize and save time.

WORK EXPERIENCE (CONT.)

Feb '17 → Feb '19

Amidship

Toronto

Senior Product Designer

- I. Improved feature discoverability by rethinking the platform's copy and organization such that it corresponds to our users' mental models and real-life workflows.
- II. Improved feature adoption by giving business owners the flexibility to customize their experience to better fit their specific business need.
- III. Sped up the dev cycle, resolved a slew of UI bugs, and streamlined integration with Rails backend by re-implementing the app's entire frontend with Stimulus.
- IV. Extended the reach and value prop of our platform by building a mobile web version that felt native to the form factor and supported all major mobile browsers.

May '14 → Dec '16

Wave HQ

Toronto

Senior Product Designer

- I. Co-led a major initiative to redesign the accounting product from the grounds up to be more comprehensible, consumable, and valuable to the small business owner.
- II. Helped small business owners pay their payroll taxes on time and avoid penalties by visualizing the payment structures and schedules applicable to their business.
- III. As a design team, we reshaped and streamlined a significant chunk of the delivery process by kickstarting, building, and maintaining our first live design system.

EDUCATION

Sep '09 → Jun '11

Humber College

Diploma, Visual & Digital Arts

Toronto, Ontario, Canada

Sep '00 → Jun '04

University of Sharjah

B.Sc., Computer Engineering

Sharjah, UAE

SKILLS

PRODUCT DISCOVERY	USER RESEARCH	PROBLEM FRAMING	INTERACTIVE PROTOTYPING	UID/IXD		
DESIGN SYSTEMS	FIGMA	SKETCH	FRAMER	ORIGAMI STUDIO	ILLUSTRATION	ICON DESIGN
HTML	CSS	JAVASCRIPT	TYPESCRIPT	REACT	STIMULUS JS	GIT