



# Product Designer

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As a seasoned professional and multidisciplinary designer currently specializing in product design, my career journey has seen me excel in various roles, including graphic designer, web designer, UI/UX designer, and HTML/CSS master. Alongside, I've had the pleasure of being a teacher and mentor.

Despite the diversity in these positions, a consistent theme defines my approach – a passionate commitment to resolving user challenges through design. Whether it's crafting engaging visuals or simplifying complex information to ease cognitive load, my career has been dedicated to enhancing user experiences.

## Experience

### WorkJam, Senior Product Designer

2020 - Now

Designing software for a web and mobile SaaS solution that brings value to millions of frontline workers and managers around the world.

- Contributed and improved the tools, resources and documentation to support the design system and drive adoption across the organization
- Lead the design for features such as Manage schedule, Punch clock, Timecards and Training by setting a vision that was communicated and shared with my design team, squad and stakeholders
- Blending creative thinking with a business-centric approach for feature improvements, actively seeking innovative solutions that elevate product aesthetics and contribute to overall business growth
- Collaborated closely with companies such as Apple and Starbucks, translating feature product requests into tailored user experiences that precisely aligned with their unique needs.
- Proactively communicated with design teams and developers to enhance the efficiency of the hand-off process. Spearheaded the design of templates and suggested streamlined processes, ensuring clearer design deliverables and fostering seamless collaboration between design and development team.
- Developed and consistently maintained positive relationships with stakeholders, product managers, product owners, architects and engineers

## Teacher, Mentor, Instructor

2017 - Now,

Leading students in a classroom environment through a comprehensive curriculum covering various graphic and web software proficiencies, ensuring they gain a broad spectrum of skills essential for their development in the field.

- Develop engaging lesson plans in order to effectively teach Graphic and Web design principles, techniques and frameworks to help over 500 students become technical and practical problem-solvers, ready for real-world challenges
- Recognizing a gap in teaching the latest design tools for digital user flow design and prototyping, I initiated the first Figma class. This effort aimed to introduce students to the latest tools, empowering them with the skills essential for success in their future careers.
- Provided training to fellow instructors in transitioning from outdated teaching techniques and software, facilitating their professional development and upskilling.

## Skills and Proficiencies

- Prototyping (Lo and High fidelity)
- User research (Stakeholder and client interviews, Google Analytics )
- Leadership (Mentoring, Taking initiatives)
- Cross-platform design (Web, iOS and Android)
- Front-end programming (HTML and CSS)
- Visual design (Typography, Layout, Colour theory fundamentals)
- Design Tools (Adobe Suite and Figma)
- Code editors (Visual Studio, Sublime, Notepad++, Dreamweaver)
- Agile practices and methodology
- Project management and collaboration tools (Jira, Miro, Notion)

Find out more information on previous experiences and roles on **LinkedIn** or **go to my portfolio** to see my recent works.