
An inspirational leader that challenges outmoded assumptions and drives the creation of valuable ideas.

A thoughtful collaborator who gives space for and compliments people's strengths while driving momentum towards objectives.

A strategic doer that thoroughly considers the big picture and the minute details, while simultaneously delivering quality output.

Experience

Aritzia

Senior Manager,
Digital Experience
Feb 2013 - Present

Aritzia is a multinational near 100 boutique design house and fashion retailer. As Senior Manager, I am primarily responsible for the transformation of a 30-year old traditional retailer into a digital leader.

Created and head a department responsible for the experience of all internal and external digital touchpoints.

Deliver continuous improvements to the eCommerce site, driving a 60% increase in conversion rate and a 700% increase in revenue over 3 years.

Designed and developed a custom internal communications platform for connecting and motivating the 2000 retail staff and nearly 500 support staff.

Key leader of an over 20 person eCommerce team.

Play a pivotal role in all strategic and tactical eCommerce and marketing decisions.

Give

Co-founder
Aug 2011 - Present

Co-founder and creative director for Give, a digital gift economy for artists. Give is a response to the massive shift in the creation and consumption of media and is what we think will be a core piece of the future of creativity.

Developed an innovative business model that's built for context rather than following precedent.

Shared responsibility for all business research, strategy, planning, development, execution, management, and analysis.

Solely responsible for all creative direction and product design.

SAP

Interaction Designer

July 2010 – February 2013

SAP's Vancouver office is a global leader in business intelligence tools and enterprise technology. My role was focused on designing next generation tools and bringing them to market.

Designed a cloud based enterprise collaboration platform, growing it from 0 to over 500,000 users.

Created 3 iPhone apps that integrated with the collaboration platform.

Developed and designed 3 next generation business intelligence tools aimed at simplifying the discovery of insights in, and exploration of, big data.

Worked in an agile development environment with a design team of five and an engineering team of more than 50 for two years.

Collaborated with the global UX team on the creation of design patterns to help cross application consistency.

Supported large scale formative user research projects.

Creative Room

Co-founder

Aug 2008 – Mar 2012

Co-founder of Creative Room, a multidisciplinary creative collective that performed a wide range of design services.

Developed and maintained the brand and all brand touchpoints.

Lead a variety of client projects, which mostly focused on brand development and web design.

Created a successful innovative fundraising platform in which we had an online and live auction of architecturally designed gingerbread houses made by local architecture firms.

Scouting Solutions

Interaction Designer

April 2007 – April 2009

Scouting Solutions provides industry leading digital tools that advance sport development and athletic performance.

Worked closely with the CEO to define product vision.

Interaction design and architecture for all product development.

Trained and provided support to clients.

Responsible for customer growth in western Canada.

Sales representative for British Columbia.

Education

Interaction Design	2006 - 2010
Simon Fraser University - School of Interactive Arts and Technology	
Pre-architecture	2004 - 2006
University of Saskatchewan	

Highlights of skills

Interaction design	Research	Front end development	3D rendering
Experience design	Collaboraton	Prototyping	Video editing
Interface design	Communication	Systems design	Audio editing
Creative direction	Human centred design	Usability testing	Audio production
Branding	Service design		