

Skills

- **Hard Skills** - SQL, JavaScript (React), Chart.js ,TypeScript, HTML & CSS, Qualtrics, Microsoft Office (PowerPoint, Excel, etc.), Low Code Builders (Webflow, Framer, and Wordpress), Analytics (GA & Umami), PowerBI, and Tableau
- **Soft Skills** - Critical Thinking, A/B Testing, Problem Solving, Analytical skills, Creative Writing, Curiosity, Presentation Design, Technical Writing and Public Speaking

Experience

Jr. Product Designer - Dealmaker - Toronto, ON

May 2022 - Dec 2022

- Created and designed landing websites using Figma and Webflow, reducing integration time via embedded web forms, saving \$6,500 in employee time weekly.
- Identified process gaps via service blueprints for the Issuer Pod, providing solutions through UX research to improve user flow for B2B and establishing new internal processes.

Client Success Associate - Drop Rewards - Toronto, ON

May 2021 - Apr 2022

- Launched new education campaigns via Qualtrics for product features, increasing product adoption and generating over \$40K USD incremental revenue across CA & US.
- Created dashboards reporting on Qualtrics survey metrics via Looker and responsive web page solutions, enhancing external client survey insights

Web Operations Associate - Cardify - Toronto, ON

Sept 2020 - Apr 2022

- Served as the web developer for the Cardify Webflow site, creating data visualizations for all stories, and managing design assets using Figma, Excel, SQL, and Chart.js.
- Directed email marketing campaigns using Mailchimp, designed customized emails via Figma, achieving a cumulative 400% increase in engagement.

Analyst, Office of the CEO - Drop Rewards - Toronto, ON

May 2020 - Sep 2020

- Conducted daily revenue health checks, identifying potential fraudulent revenue, and providing automated revenue outlook data to executives and the finance team.
- Identified user fraud with data analytics, working with Customer Success & Finance to claw back and prevent fraudulent user rewards, saving over \$15,000.

Education

University of Toronto

Bachelors in Business Administration

Sep 2016 - Jun 2021

Teaching Assistant: Marketing Management (MGMB-01) - Professor Tarun Dewan
Teaching Assistant: Financial Account II (MGAB-02) - Professor Douglas Kong
Teaching Assistant: Management Accounting (MGAB-03) - Professor Liang-Hsuan Chen