

Professional Summary

Senior product and service designer with 15+ years of experience solving complex, cross-functional challenges across technology, healthcare and public sector environments. Designer by training, systems thinker by practice and builder by temperament, I specialize in reframing ambiguous problems and translating insight into scalable digital experiences across multiple touch-points. Known for aligning product, engineering and business stakeholders around clear direction and elevating teams through thoughtful systems thinking and high craft standards.

Core Competencies

- ▶ Product and service design across complex digital ecosystems
- ▶ Research-led problem framing and insight translation
- ▶ Cross-functional collaboration with product and engineering
- ▶ Experience simplification and scalable systems thinking
- ▶ Stakeholder alignment and influence without authority
- ▶ Mentorship and elevating design team performance

Work Experience

BC Public Service

Content Writer

January 2023 - November 2025

- ▶ Led service design research and experience improvements across enterprise HR digital platforms supporting approximately 40,000 employees.
- ▶ Reframed high service request volumes as a systemic experience challenge rather than a content issue, redefining the problem space for senior leadership.
- ▶ Designed and facilitated cross-ministry discovery workshops to map real-world employee information-seeking behaviours across digital and human support channels.
- ▶ Identified fragmentation across search, navigation, terminology and ownership structures, translating insights into prioritized systemic improvements.
- ▶ Authored executive-level research synthesis and recommendations that became the foundation of an agency-wide service channel strategy initiative.
- ▶ Partnered with over 60 business areas to align competing priorities, clarify ownership and reduce duplication across HR information services.

Supervisor & Content Strategist (Acting → Temporary)

June 2023 - October 2024

Appointed in an acting capacity, then retained in a temporary ongoing role; position ended due to budget non-renewal.

- ▶ Owned prioritization and experience trade-offs impacting platform direction and organizational risk.
- ▶ Shifted engagement model from reactive intake to problem-led collaboration grounded in user insight.
- ▶ Elevated research and service design practices within the division, influencing how teams approached digital experience improvements.
- ▶ Developed and mentored direct reports by creating stretch opportunities aligned to their career goals, strengthening team capability and succession readiness.

GroupHEALTH Benefit Solutions

Product Marketing Specialist (Acting Product Marketing Lead)

June 2021 - September 2022

- ▶ Led product marketing strategy across multiple benefit offerings, owning positioning, messaging and cross-functional coordination.
- ▶ Partnered directly with product, engineering, sales and service teams to translate member and client insight into digital feature improvements and roadmap priorities.
- ▶ Designed and implemented structured plan member feedback channels, transforming qualitative and quantitative input into actionable product recommendations.
- ▶ Influenced the product roadmap for the claims submission platform by identifying high-friction moments, including explanation of benefits clarity and first-claim processing experience gaps.
- ▶ Recommended feature renaming, EOB redesign and automated first-claim check-in workflows to reduce confusion and strengthen early trust signals.
- ▶ Led improvements across web and mobile app experiences while maintaining regulatory and operational requirements.

Client Experience Specialist (Acting Manager)

September 2019 - June 2021

- ▶ Reported directly to the SVP of Sales and Marketing, leading client experience initiatives across the full customer lifecycle.
- ▶ Led end-to-end journey mapping across three major initiatives, including defining the architecture for unified client and plan member data flow from prospecting through sales, onboarding and renewal.
- ▶ Identified systemic breakdowns where teams and platforms operated in isolation, resulting in duplicated effort, repeated data collection and fragmented customer experience.
- ▶ Specified a unified information flow model to enable seamless data transfer across touchpoints, reducing friction and improving lifecycle continuity.
- ▶ Designed and launched a net-new plan member feedback program, converting raw insight into executive-level recommendations.
- ▶ Re-engineered internal workflows to improve consistency, reduce friction and strengthen overall client experience.
- ▶ Delivered quarterly executive presentations synthesizing experience insights to inform product, service and communication strategy.
- ▶ Partnered cross-functionally to prioritize initiatives based on customer impact, feasibility and business value.

WorkSafeBC

Customer Care Agent

June - September 2019

- ▶ Supported injured workers at the beginning of the claims process, providing clear guidance on benefits, recovery services and next steps.
- ▶ Navigated complex, emotionally charged situations with empathy, policy accuracy and structured problem-solving.
- ▶ Managed high-volume, time-sensitive requests while maintaining compliance and service standards.
- ▶ Strengthened skills in active listening, de-escalation and translating complex policies into accessible language.

Method Indoor Cycling

Spin Coach

- ▶ Led high-intensity group training sessions, translating complex movement and performance cues into clear, motivating instruction.
 - ▶ Built psychological safety while challenging participants to stretch beyond perceived limits.
 - ▶ Developed strong presence, energy calibration and real-time audience awareness.
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Apple Retail / Corporate

Roles: Pro, Genius, User Acceptance Tester, Store Leader Associate, Specialist

September 2009 - October 2017

- ▶ Selected as the only internal candidate admitted to Apple's inaugural Store Leader Program, a two-year immersive leadership initiative focused on operational excellence and employee experience.
 - ▶ Developed systems-level understanding of retail operations by working across sales, technical support, onboarding and leadership functions.
 - ▶ Mentored team members across technical and customer-facing roles, accelerating promotion readiness and strengthening performance consistency.
 - ▶ Supported multiple new store openings across British Columbia, contributing to operational launch readiness and team capability development.
 - ▶ Conducted user acceptance testing for internal tools, identifying usability gaps and workflow inefficiencies prior to release.
 - ▶ Identified inefficiencies in customer return processing, designed and documented an improved workflow that was implemented and scaled company-wide.
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SAP Business Objects

Interaction Designer

January - August 2009

- ▶ Designed interactive prototypes and evaluation tools to test and refine complex business intelligence workflows, enabling data-informed UX decisions.
- ▶ Collaborated with product managers and developers to translate business requirements into intuitive interaction models aligned with customer and business goals.
- ▶ Conducted usability testing and iterative design validation, delivering actionable insights that informed feature refinement prior to release.

Education & Training

Bachelor of Science - Interaction Design

Simon Fraser University | School of Interactive Arts and Technology

Google UX Design Certificate

Coursera

Pragmatic Foundations of Product Management

Pragmatic Institute