

Experience

Media intern

Discount Pool Supply

June 2025 - July 2025

Identified underperforming ad formats from engagement data and rebuilt the creative approach using motion graphics, animation, and videography, driving \$22K in incremental revenue at 16x ROAS.

Built a short-form video strategy across three platforms, scaling output to 90+ pieces in 3 months and generating 20,000+ views with consistent daily engagement.

Analyzed platform algorithm performance and adjusted content format and posting cadence, driving steady growth in impressions and engagement.

Marketing Coordinator

UW Environment Faculty

Sept 2024 - Dec 2024

Attracted 10,000+ prospective students through targeted social media series highlighting the Faculty of Environment.

Increased overall website traffic by 22.49% through strategic redesign of faculty websites in Waterloo's content management system.

Coordinated schedules for 40 Environment Faculty ambassadors, ensuring seamless outreach events and campus tours.

Extracurriculars

Project Lead

UW CUBE

Present

Led iterative design cycles across a four-sprint AliExpress redesign, running 30+ usability tests to design a seller verification system that closed cross-border trust and transparency gaps in international e-commerce.

Managed project scope, milestones, and task delegation within an Agile framework, keeping the redesign on schedule across four sprints and reducing handoff bottlenecks between research and design.

Conducted outreach to international vendors on AliExpress to validate platform features and gather early-stage feedback, shaping the redesign's focus on trust and transparency.

Skills

Design

UX/UI Design, Interaction Design, Prototyping, User Research, Usability Testing, Persona Development, Motion Graphics & Animation, Front-End Development

Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Canva, CapCut, InShot, Notion, Airtable, Miro, Google Analytics, Higgsfield.

Technical

HTML/CSS/SASS, JavaScript/TypeScript, React/Next.js, Node.js, SQL/NoSQL, Component Architecture, Git/GitHub, Responsive Design, Testing, Cloud Deployment, Claude Code, Codex, V0.

Education

University of Waterloo

Sept '22 - Apr '27

Honours Global Business and Digital Arts, Co-op