

PROFILE

Strategic Lead & UX Researcher with 20+ years bridging user needs with organizational goals across government and enterprise. From service blueprints to operational strategy — I help organizations find the path forward.

CORE SKILLS

- User Research
- Service Design
- Journey Mapping
- Service Blueprinting
- UX Strategy
- Workshop Facilitation
- Usability Testing
- Accessibility · WCAG 2.1
- Figma
- Miro · Dovetail
- Prototyping
- Change Management

EDUCATION

Certificate of UX Design

- Professional Development
- Lean Methodologies

Simon Fraser University

LANGUAGES

- English — Fluent
- French — Fluent

RECOGNITION

- Selected as 1 of 3 international presenters, BMW Group Summer School 2019 — Lengriess-Fall, Bavaria

WORK EXPERIENCE

Sep 2023 – Mar 2025

Project Coordinator — UX & Service Design

Canada Revenue Agency · Access to Information Directorate

- **Impact:** Orchestrated the UX strategy for the Fast Track Redirect Pilot, achieving a 24% reduction in manual ATIP volume through digital self-service optimization.
- **Leadership:** Facilitated alignment workshops with unionized staff, regional operations, and governance teams to ensure service improvements met Privacy Act requirements.
- **Strategy:** Delivered process maps and research-backed business cases to senior leadership to drive operational improvements.

Sep 2022 – Sep 2023

Project Coordinator — UX Strategy & Change Management Lead

Public Health Agency of Canada · Business Innovation and Realignment

- **Strategic Roadmap:** Defined the foundational UX strategy for a new enterprise-level internal portal, establishing the blueprint for transitioning legacy workflows into modernized systems.
- **Operational Discovery:** Led organizational deep-dives through interviews and service blueprinting to map complex internal journeys and identify systemic bottlenecks.
- **Alignment:** Partnered with senior leadership to synchronize design objectives with organizational goals and change management frameworks.

Apr 2018 – Jun 2022

UX Insights Researcher

Digitalist · Vancouver Studio

- **Enterprise Consulting:** Executed research and service design for a diverse portfolio of clients including Pacific Blue Cross, Coast Capital Savings, and Finning.
- **Methodology:** Managed discovery phases, conducting deep-dive interviews and usability testing to de-risk product launches and modernize legacy service models.
- **Collaborative Design:** Co-facilitated international innovation workshops (BMW Summer School 2019) to define future-state service concepts.

2000 – 2017

Passport Office

Passport Canada

- **Foundation:** Built 17 years of institutional wisdom in high-stakes, high-volume federal operations.
- **Authority:** Specialized in training, systems administration, and process management — establishing deep expertise in federal regulations and complex stakeholder environments.