

Over 12 years of experience, senior strategic and industrial designer with a strong expertise and natural curiosity for design strategy, interaction design and 3D visualization. Recently completed a 12 month UX Design certificate program.

Areas of expertise:

Design Strategy

3D modelling

User research

Industrial design

Desk research

Facilitation

Customer journey map

Wireframe

Prototype

Storyboard

User personas

Experience

Jan 2017 - present

Global Lead | Senior 3D Visualization Designer

IBI Group | Toronto, ON

Planning & Strategy

- creating roadmaps for the year - setting targets and objectives
- strategizing and assessing opportunities for growth and collaborations
- managing quotes for projects, budgets and timelines

People Management

- mentoring junior staff members across global offices
- leading projects involving multi-disciplinary design teams
- leading and organizing social events for our department - Fun Friday Hangs, monthly socials, Summer and Winter socials

3D modelling projects

- working with project team leads and designing architectural models to help clients visualize the end product
- designing and 3D modelling using CAD software
- fabricating parts through the use of a laser cutter and 3D printer
- working with an interdisciplinary committee - designing and looking after the fabrication of the year end design excellence awards for various projects across the company globally.

Achievements:

- collaborated and coordinated with outside firms for fundraising and donations. (\$12,000 and 3000 faceshields were laser cut in-house and donated to front line healthcare workers in the early days of the Covid-19 pandemic).
- collaborated with marketing and communications on designing the chatbot and mascot of the company (17.6% increase in usage)

Jul. 2015 - Jan. 2017

3D specialist/designer

Peter McCann Architectural Models | Toronto, ON

Supported the 3D design team in the following tasks and activities:

- designing and 3D modelling parts for architectural scale models
- 3D printing
- laser cutting
- building and assembly

Jan. 2013 - Apr. 2013

Design strategist and industrial designer

MOMODESIGN | Milan, IT

Assisted the design team in:

- conducting product, user, and competitor research
- conceptualizing and ideating
- 3D modelling and rendering
- prototyping
- working with international manufacturers on injection molding
- roadmapping short and long term goals for a client in expanding their product line

Jan. 2011 - Oct. 2011

Visual display designer

Urban Outfitters | Toronto, ON

Worked with the visual display team in:

- designing and creating displays for the Toronto flagship store
- managing monthly and seasonal budgets for the visuals department
- assisting the Montreal flagship store in bringing their visual standards up to date

Apr. 2010 - Sept. 2010

Industrial designer

Umbra | Toronto, ON

Assisted the industrial design team for the development of household items in the following tasks:

- conceptualizing and ideating
- 3D modelling and rendering
- prototyping

Sept. 2006 - Sept. 2009

Industrial designer

Manasc Isaac Architects | Edmonton, AB

Assisted the architecture and design teams in:

- designing external signage on buildings
- designing outdoor furniture for the City of Edmonton
- designing and creating architectural scale models

Education

Jan.2021 - Sept. 2021	UX Certificate Program George Brown College
Oct. 2011 - June 2013	Masters of Design Strategy Politecnico di Milano
Sept. 2002 - April 2006	Bachelors of Design (Industrial design) University of Alberta

Languages

- English - full proficiency
- Cantonese - speaking proficiency
- Mandarin - speaking proficiency
- Italian - advanced beginner proficiency

Softwares

- Figma
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Rhino 3D
- AutoCAD
- Google Sketchup

Hobbies

- cars and motorcyles
- traveling
- cooking
- playing the guitar
- basketball (co-captain of work team)
- soccer
- tennis
- art and design

Soft skills

- communication
- empathy
- creativity
- leadership