

**Product design and brand leader with 19 years across digital products, UX/UI, brand strategy, creative direction and business. I lead product design and brand at Zane, an AI-powered Canadian fintech, owning the end-to-end experience, from onboarding and banking to budgeting, forecasting and AI-driven guidance.**

Before Zane, I co-founded and ran Class Act Media, a creative agency, for six years, leading teams of 5–10 and serving 50+ clients across financial services, energy, engineering, healthcare and technology.

I stay hands-on in Figma, in prototypes and with AI tools, and move easily between strategy and execution, turning complex business and technical requirements into clear, intuitive experiences.

## EXPERIENCE

### Head of Product Design & Brand Development · Zane

Calgary, AB · Remote · Oct 2025 – present

Lead product design, experience strategy and brand for an AI-powered Canadian financial platform.

- Own end-to-end product design across onboarding, banking, connected accounts, MoneyNet budgeting, forecasting, savings, investments and AI financial guidance.
- Work hands-on from user flows and information architecture to prototypes and high-fidelity UI, and review builds with engineering to keep the shipped product true to the design.
- Establish design standards, reusable components and interaction patterns that connect individual features into one cohesive product.
- Use AI throughout the design workflow to explore, prototype and iterate faster.
- Lead brand strategy and creative direction across product, web, marketing and social.

### Co-founder & Managing Partner · Class Act Media

Calgary, AB · 2019 – Mar 2025

Co-founded and ran a creative agency helping businesses win more clients through their web presence: brands, websites, e-commerce, ad campaigns, SEO, social media, explainer videos and motion graphics.

- Led multidisciplinary teams of 5–10 across design, development and marketing for 50+ clients.

## PRODUCT & UX

Product design

UX/UI

Experience strategy

Information architecture

Interaction design

User flows

Prototyping

Design systems

## BRAND & CREATIVE

Brand strategy

Visual identity

Creative direction

Art direction

Campaigns

Motion

## LEADERSHIP

Design leadership

Mentorship

Cross-functional teams

Stakeholder alignment

Proposals & pricing

Client relationships

- Designed the agency's own brand, website and collateral, and set creative direction across client work.
- Led sales and discovery meetings, wrote and presented proposals, and set pricing.
- Managed contracts, accounting, and client and team relationships, accountable for both the quality of the work and the success of the business.

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## Product Design & Brand Consultant · Independent

Canada & US · Jul 2007 – present

- Design digital products, websites, customer journeys and complex workflows for B2B and B2C organisations, from discovery through delivery.
- Build design systems, visual identities and brand standards that help organisations stay consistent as they grow.
- Advise founders and executives on product experience, design strategy and brand direction.

## EARLIER EXPERIENCE

### Art Director / Designer · ATB Financial · 2018 – 2023

Brand rollout, campaigns, and educational and marketing materials for a major Canadian financial institution.

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### Art Director · Digital Fire · 2018 – 2019

Creative and UX direction across digital products, websites and brand identities.

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### Art Director / Senior Designer · Passerelle Marketing · 2016 – 2019

Brand identities and websites for B2B clients in the energy sector.

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### Designer · ClearMotive Marketing Group · 2016 – 2018

UX/UI for Honda Canada's digital properties; lead designer on the Honda Canada Power Equipment website.

## TOOLS

Figma  
Adobe Creative Cloud  
Webflow  
Claude  
Lovable

## SELECTED CLIENTS

Zane  
ATB Financial  
Honda Canada  
Costa Coffee  
Valvoline  
Marble Slab Creamery  
Health Data Movers  
Westpower  
Tory  
Scout Engineering  
Vermax  
Marlow Design