

EXPERIENCE

Product Design Manager 2022-Present
Power Athletics Ltd. | Toronto, Canada

In my current role, I am responsible for the strategic direction of Power Footwear. My function is to collaborate with stakeholders from across the Bata organization, ensure brand standards are upheld and develop strategy representative of product requirements for 20+ countries. I continue to represent the Power brand at international sales meetings across Asia, Europe and Latam.

Acting Product Design Coordinator 2021
Power Athletics Ltd. | Toronto, Canada

I fulfilled the duties of Global Brand Manager while on leave, leading the strategic direction of the Power Footwear brand and reporting to the Bata Global Product Director in Italy. I oversaw a team of 5-6 Designers and Developers to deliver and present global collections at international sales meetings in Latin America and Europe to Bata's Ceo, Executive Committee members and the network of 200+ global buyers and stakeholders

Intermediate Footwear Designer/Developer 2020
Power Athletics Ltd. | Toronto, Canada

I was responsible for the design and development of the Outdoor and Trail Running categories and provided assistance to Running/Walking product lines. I designed Power's first global sustainability collection and conducted trend research with Bata's global stakeholders across Europe & Asia.

Junior Footwear Designer/Developer 2018
Power Athletics Ltd. | Toronto, Canada

I was responsible for the design and development of the Outdoor and Trail Running product lines, curation of seasonal colour and trend sheets and frequent travel to China to develop Power's global footwear collections.

Industrial Design Intern 2017
Rocketship Inc. | Provo, Utah

Technical Gear and Apparel Design Intern 2016
REI Co-op | Seattle, Washington

ABOUT ME

Throughout my education and career, I have paired my love for the outdoors with a passion for design to develop practical, performance driven products. I believe I have a commitment to design products that inspire and promote the passions of others, while using forward thinking and sustainable methods.

Currently employed at Power Athletics Limited, I have had the opportunity to grow within a global organization. Through travel and cross-cultural collaboration, I have gained invaluable experience that enables me to improve in my profession.

I am currently seeking to prioritize my passions and develop new skill sets within a designer role.

EDUCATION

Bachelor of Industrial Design 2013-2018
Carleton University | Ottawa, ON

Studying abroad in Canada's capital, I graduated with Distinction with an overall CGPA of 10.05.



Claude Bissel Scholarship
2013 -14 , 2014 -15 , 2015 -16

Dean's List is awarded to those maintaining a 10.0 (A-) CGPA.



Robertson Scholarship
2012

Carleton University scholarship awarded for an A average upon entrance.

VOLUNTEER

CIDSA Representative 2018
Carleton Industrial Design Student Association

While enrolled at Carleton University, I was chosen to represent my peers within the student association where I helped facilitate collaboration between students and design professionals.