

## EXPERIENCE

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

I am in charge of the strategic direction of Power Footwear for all Global Collections and currently design & develop the Outdoor and Trail Running product lines. I collaborate with stakeholders from various functions across the Bata organization, ensure brand standards are upheld and develop strategy representative of product requirements for 20+ countries.
- **Product Design Coordinator** 2021  
Power Athletics Ltd. | Toronto, Canada  

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. I oversaw the delivery of global footwear collections and presented new innovations at sales meetings across Latin America and Europe to Bata's Executive Committee and network of 200+ global buyers / 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 supporting the Running/Walking product lines. I designed Power's first global sustainability collection "Love Ocean" and conducted trend research for Bata brands across Europe & Asia.
- **Junior Footwear Designer/Developer** 2018  
Power Athletics Ltd. | Toronto, Canada  

Responsible for the design and development of the Outdoor product lines, I curated seasonal colour and trend sheets and frequently traveled to China to work with suppliers and 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 career, I have paired my love for the outdoors with a passion for design, to develop 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 I use to continually 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.