

SUMMARY

UX designer and UX Design student at DIT University who designs the first click and what follows it: landing pages, SEO-led content, product flows, dashboards and internal tools, mostly for AI products. I design with numbers in mind (click-through, scroll depth, search rankings) and turn repeatable design work into systems, from reusable UI patterns to product intros and launch videos.

HIGHLIGHTS

- Designed the **Simply Edits** landing page end to end: **70% hero view-to-click**, with **40% of visitors** continuing below the hero.
- Ranked Simply Edits for **5 target keywords** through SEO-led content design and internal linking into the product.
- Designed and shipped **ClipShot**, a free Mac menu-bar screenshot app (~84 KB), with its launch site and a **26s** intro film.
- Mentoring designers in the **Critic Designs** community since **2021**.

EXPERIENCE

Junior Designer · Simply Edits

2026

AI video editing for creators (editable Premiere Pro & Final Cut Pro output)

- Designed the landing page end to end as a sequence (promise → how it works → proof → get started): **70% hero view-to-click**, **40%** continued below the hero.
- Planned SEO-focused content and internal links that connect search questions to the offer; the site ranked for **5 target keywords**.
- Designed product flows and the admin dashboard around three rules: readable project status, feedback kept next to the preview, and one consistent UI language.
- Explored a staged onboarding concept for the first project (format → footage → brief) that shows the expected output before processing starts.

Product Design Intern · Grame Labs

2025

Web Development Agency · New York, US (Remote)

- Worked across client web projects as the link between the design and tech teams, from brief to handoff.
- Set up design handoff and reporting workflows in Notion + Zapier, cutting weekly update time by **50%** and lifting on-time delivery by **15 pp**.

Product Design Intern · reeler.ai

2024

AI Video SaaS · script to finished reel

- Designed the script-to-reel flow (script → scenes → voiceover → subtitles) so creators go from an idea to a finished reel in one place.
- Part of the team that grew the product to **~100 paying users** and **10K+ organic views/month** with \$0 ad spend.

Community Mentor · Critic Designs

2021 – Present

Design community on Discord

- Mentor designers through feedback on UI work, portfolios and case studies.
- Share design resources, tools and process tips with the community.

PROJECTS

- OpenBox "Hello Trust."** (launch film): studied **6 launch films** frame by frame, wrote a **7-beat** structure and designed a **63s** film in the brand's visual language, built in code with Remotion.
- ClipShot** (Mac app): designed a triple-click → drag → paste interaction, its one-page launch site and the intro film.
- Clarity** (landing page concept): an AI workspace page with a focused two-section story, restrained color and a structured prompt; live demo.
- Case studies in progress:** Dark Patterns, onboarding ("The First Five Minutes"), Chrome vs Brave, Project Buddy.

SKILLS

- Landing Page & Web Design
- Product Flows & IA
- Dashboards & Internal UI
- Wireframing & Prototyping
- Design Systems
- SEO-led Content Design
- Heuristic & Comparative UX Review
- Motion Design
- Design Automation

TOOLS

Design

- Figma
- Framer
- Canva
- Midjourney

Prototype & Build

- HTML / CSS / JS
- Remotion
- Vercel
- Claude Code

Research & Analytics

- Microsoft Clarity
- Google Analytics
- Ahrefs

EDUCATION

Bachelor's in User Experience Design
DIT University
2023 – 2027