

I design accessible, helpful, and delightful product experiences that blend seamlessly into users' lives. While collaborating with stakeholders and peers, I successfully address business challenges and user pain points with thorough research, discovery, and iteration. My ideal role will empower me to help our planet thrive by addressing our climate crisis, enrich users' lives by lowering the barrier to personal health and wellness, or by providing financial accessibility.

EXPERIENCE

Sr Product Designer | Indigo Agriculture | Remote | Nov 2020 – Present

Currently, I design invoicing software for our grain buyers. Working closely with our account managers and researcher, my product manager and I identify and address pain points in the buyers' workflows. We recently shipped an update that increased signed contracts by ~70%. While on the Transport team, I was responsible for the logistics UI for our carriers and farmers. Through discovery, research, and iteration with my squad, we worked with customers to help them manage their drivers and finances. I also work with our design systems team on the mobile components and visual design language.

Lead Product Designer | IDEMIA | Remote | Jul 2018 – Oct 2020

Lead the product design of mobile digital identity and identity proofing initiatives. Built out scalable design systems for global internal and external customer needs. Designed mobile identity solutions to transition personal identification into a new era. Collaborated with Fortune 500 customers to improve identity-proofing services. Managed bi-weekly product and design critiques.

Sr Product Designer | Stash | New York, NY | Apr 2017 – Jul 2018

Designed all new web platform to pair with existing iOS and Android applications. Conducted extensive research and user testing to deliver minimum viable product, while elevating and maturing the Stash design language. Lifted conversions on registration by 7% with new investment registration experience. Developed and managed cross-team design critiques.

Sr Product Designer | TripAdvisor | Palo Alto, CA | Apr 2016 – Apr 2017

Lead design of native apps, wearables, and mobile web experiences. Designed core components (design systems) for cross-functional and cross-platform teams for refreshed mobile applications. Lifted hotel booking conversions by 3% with filter updates. Researched, designed, validated, and iterated on 20+ features. Created and managed monthly usability testing for core use cases.

Sr UX Designer (Promotion) | Sr UI Designer | Hotwire | San Francisco, CA | Jul 2014 – Apr 2016

Directed team of designers across multiple departments to drive visual consistency across all of Hotwire's platforms. Designed and shipped 20+ features for iOS applications. Participated in corporate re-branding by building a UI guide and providing art direction. Conducted user research to develop new personas and determine new product directions.

Sr Interaction Designer | Verve Mobile | Bethesda, MD | May 2012 – Jul 2014

Brainstormed and designed mobile advertisements for 50+ brands, including Coca-Cola, P&G, and the NFL. Collaborated with agencies and delivered solutions under tight timelines. Lead the design of 60+ publisher mobile apps. Mentored junior designers on mobile design best practices.

Web and Mobile Designer | Royal Media Partners | Miami Beach, FL | Jun 2011 – Apr 2012

Designed the UI of web and mobile applications for Royal Caribbean International. Deployed and maintained thousands of data objects through a .NET database. Contributed to the design, production, and editing of onboard lifestyle publications.

Graphic Designer | Living Social | Washington, DC | Nov 2010 – Mar 2011

Designed daily email blasts for subscribers. Contributed to design of national marketing campaigns by leveraging LivingSocial's new branding. Collaborated on re-branding of website.

EDUCATION

Bachelor of Arts in Graphic Design
George Mason University
Business Minor, 2010

Interaction Design, 2015
Cooper Union

EXPERTISE

UX Design, UI Design, Motion Graphics, Accessibility Design, Interaction Design, iOS and Android Design Guidelines, Usability Testing, User Research, Prototyping, Wireframing, Information Architecture, 3D Design, Brand Identity, Graphic Design, HTML and CSS

SOFTWARE

Figma, Sketch, Principle, InVision, Zeplin, Adobe CS – Ai, Ps, Ae, Id, Cinema 4D, Microsoft Office, JIRA, and Confluence

RECOGNITION

Internal Stash Hackathon
Winner, 2018

Internal Hotwire Hackathon
Second Place, 2016
Best Overall, 2015

Mobile Innovation, EyeforTravel
Best Mobile Travel UX, 2015

CONSULTING CLIENTS

Mable, Hailo, myTaxi, Facebook, Confirm.io, Zumba, Hygiene Project, Teleworld Solutions, George Mason University, and Contactually