

EXPERIENCE

Product Design Lead at Tempest 04/19 - Current

Expanded the one time 8 week sober school platform to an annual membership plan. Different programs are now offered to provide content and community based care on alcohol addiction.

Worked closely with the product team design an internal CMS management and editing tool where content and support teams were able to create content and gate by membership type.

Plan user flows and phases of designs with stakeholders and collaborated with cross stakeholders to drive research needs. Managed another senior product designer to help scale other major features on the platform.

Senior Product Designer at Slice 04/17 - 04/19

Improved areas of our funnels in the customer journey for our customers ordering pizza through desktop, mobile web and app experience on IOS and Android. Lead design solutions to reorder, add coupon / bundle deals, and AB test to grow app installs.

Optimized the UX on the main dashboard on our shop POS (point of sale) tablets to improve order confirmations and in turn provide better accuracy in delivery estimates for the customers.

Designed the an internal facing iOS app for shop owners called the "Slice Owners" that helped users view orders and transaction history, business hours, and increase business volume over time.

Senior Product Designer at The Knot 03/15 - 12/16

Allow brides and wedding vendors have the ability to book venue tours and start conversations on The Knot's Wedding Planner native app on iOS. Also designed a marketplace for couples wanting cash or experiences as gifts for their wedding through the Knot's Cash Fund / Honeymoon Registry.

Design Director at Heartbeat Ideas 08/11 - 10/14

UI & Art Direction Freelance at O2KL 10/14 - 03/15

UI and UX Designer at MRM Worldwide 10/09 - 08/11

TOOLS & SKILLS

Design + Prototyping

User Flows, Journeys
Figma, Sketch
Craft InVision, Zeplin

User Research

Usability Testing
Synthesis
Competitive Analysis

Design Systems

Component Library
Design Documentation
Photoshop + Illustrator Assets
Animation in After Effects

Quality Assurance

User Acceptance Testing
Visual Testing

Technical Basics

HTML, CSS, Javascript
Salesforce
Framer, CoffeeScript
PostgreSQL

EDUCATION

Data Analytics, General Assembly 12/17

Codecademy Labs 12/14 - 03/15

Digital Photography & Lightroom, ICP 2012 - 2014

BFA in Graphic Design, School of Visual Arts 2000 - 2004