

Experience

May 2018 - Present **Director of Product, Mapfit**

- Managed a team of 12 – front-end, back-end, data science, and marketing teams
- Direct product teams to rally around clear strategic initiatives and restructure teams to maintain alignment
- Work closely with CEO to determine quarterly goals, build product roadmap of Milestones and Releases, then delegate these into Epics and Stories in Clubhouse
- Launched DoorMap, our first venture in live map data creation, in July 2018
- Laid foundation for and manage team's cadence (daily stand-ups, sprint planning, retrospectives, 1x1's) and reinforced documentation of product building process
- Point-person on all major customer and partnership discussions

August 2017 - May 2018 **Director of User Experience, Mapfit**

- Led product user experience: map default behaviors across web and mobile, design systems for underlying map styles, search, and navigation, developer usability, customer experience
- Led marketing and branding efforts: Website, logo, messaging, positioning, collateral
- Launched iOS, Android SDKs and Javascript releases
- Managed teams and initiatives across front-end development, design, and marketing
- Led recruiting for design and marketing, participated in engineering and sales hiring

January 2016 - Present **Founder, Multi**

- Partnered with a back-end engineer to build a web crawler capable of aggregating what delivery, reservation and service apps are available per local business listing
- Launched a delivery aggregator iOS app that was featured on Product Hunt
- Using our unique crawled data, launched a Point of Interest database for licensing

August 2016 - August 2017 **Product Design Lead, Jakt**

- Recruited and managed product design team, collaborated with PMs and developers
- Led project design direction, client pitches, product sprints and presentations
- Built structure for repeatable product sprints, internal processes and documentation

January 2016 - August 2016 **Product Designer, Lumenary**

- Point-person and design lead for our clients
- Created brands, products, and narratives by crafting pitch decks and designing interfaces across SaaS platforms, mobile apps and marketing websites

July 2015 - January 2016 **Designer, (RED)**

- Created assets for all organization needs: brand guidelines, social media, marketing and campaign assets for World AIDS Day, board and partner presentations
- Designed graphic assets for F500 partners

Advising

- Spring 2018 **Civic Xcel Cohort, Civic Hall**
- June 2018 - Present **The New Company**
- August 2017 - Present **Chill-N Nitrogen Ice Cream**

Speaking

- March 2018 **Moving goods with connected vehicles, ChamberBreaker Forum**
- February 2018 **Women & Entrepreneurship, International Visitor Leadership Program**

Writing

The Internet of (Delivering) Things

The story of urban freight and its path to a more connected future

Mapping the Reality of the World

How early maps and our own mental maps can shape design of physical and digital worlds

Quit checking Dribbble and go for a walk

Why looking at architecture instead of screens refreshed my product design thinking

How to Use Structured Debate to Boost Creativity

Design managers can use discourse to generate new ideas and build open culture

Miscellaneous

How 5G Will Make Cities Smarter *Interview with Verizon*

Education

Bachelor of Science Degree in Architecture

Minor in Urban Studies and Business Administration

Northeastern University | Boston MA

Toolkit

Tools: Clubhouse, Basecamp, Trello, Confluence, GitHub, Keynote, Excel, Mixpanel, Google Analytics, Google App Suite, Sketch App, Figma, Adobe Creative Suite, AutoCAD, SketchUp

Knowledge: Scrum Methodology, Kanban, HTML/CSS, Git