

UX & Product Designer working to improve the relationship between humans and technology through curiosity, research, empathy, and design.

EXPERIENCE

03/2015 - 03/2020

Senior Product Designer at Fictive Kin, New York, NY/Seattle, WA

Designed mobile and web experiences for more than 30 projects of varying size and scope for Fortune 500 companies and startups. As a senior-level designer I managed teams of engineers, supported junior designers, defined product scope and OKRs, maintained client relationships, and lead user research initiatives.

- Created two multimodal experiences for the new Alexa on-the-go feature, which brought together cross-functional teams at Amazon.
- Designed the UX for Marketplace.city, which raised \$1.2 million in funding, and won the Innovative Idea Award at the 2017 Smart City Expo World Congress.
- Created a vision for the future of online real estate browsing centered around AI personalization for Keller Williams's internal innovation team.
- Designed the IA and UX for Lager, a cloud-based hardware diagnostic web app, which raised \$1 million in funding during beta testing.
- Reduced Rookie Magazine's bounce rate from 68% to 2% by redesigning the site to optimize for content discovery.

07/2014 - 03/2015

Product Designer at All Tomorrows, New York, NY

Led the design of Emojiary, an emoji-based journaling iPhone app, at a studio founded by the former Managing Director of IDEO's New York office. The app was written about favorably in The Atlantic, Fast Company, and Tech Crunch, and maintained a 30% DAU/MAU ratio.

- Designed a chatbot-style interface that captured over 300k user entries in the first three months.
- Created a way for users to visually analyze their emotions through metrics highlighting frequency, timing, and combination patterns within their entries.

05/2013 - 05/2014

Interaction Designer at Crush & Lovely, New York, NY

05/2012 - 08/2012

Product Design Intern at Studio AKKO, New York, NY

EDUCATION

04/2020 - 06/2020

Data Ethics, AI and Responsible Innovation

University of Edinburgh, Online

08/2009 - 05/2013

BFA in Communication Design - Graphic Design

University of North Texas, Denton, TX

Awarded the Clampitt Paper Scholarship for Outstanding Portfolio

TOOLS

Figma is primarily where I design, prototype, and collaborate, but I am also comfortable using Sketch and various other industry-standard tools.

SKILLS

Product strategy

User research

Personas

User journeys

Information architecture

Wireframing

Prototyping

Usability testing

UX auditing

UI & system design

Remote working (4+ years)