

DESIGN PHILOSOPHY

Making things with meaning. I collaboratively create delightful, inclusive experiences for all through emerging technologies.

EXPERIENCE

CO-FOUNDER & PARTNER, STANDARD NOTATION (PALO ALTO, CA) JUN 2019 - PRESENT

- Led human-centered design process and established design systems and visual language of both internal and client projects.
- Product managed future experience for [Polarr](#) mobile and social media, focusing on understanding emerging markets, discovering new areas of opportunities for AI-driven photo editing, and created design concepts for implementation.
- Co-authored and orchestrated creative direction for [Lingua Franca](#), a new design language for human-centered AI.

CREATIVE DIRECTOR & SOUND DESIGNER, MR DESIGNS (THE INTERNET) APR 2016 - PRESENT

- Managed, discovered, and scoped implementation for two new areas of expansion for [Brand Decks](#). Explored translation, tone, meaning, and culture of design for Spanish and German translation decks. Drafted a holistic extension of the branding exercise for design and business team workshops (2019).
- Conceived alter ego, [d'ella](#), to establish musically inclusive, empowered spaces for women, queer folks, and people of color through DJing, curating events, and live performances (2016 - present).
- Architected and designed concepts for Covered Security [AI-driven Chrome Extension](#) app to increase security and privacy while web browsing, Covered's [My Score](#) to inform users of their current web browsing security, and Kudos experience to gamify better security practices (2016 - 2018).

UX DESIGN LEAD, FIDELITY INVESTMENTS (BOSTON, MA) JAN 2015 - OCT 2018

- Led creative process and concept design for scrum focused on productizing innovations within emerging technologies for cross platform native apps, web, AR, VR, and Voice UIs. Led and collaborated on conceptual design and experience for [Fidelity Spire](#).
- Created final and conceptual designs for [Fidelity Virtual Assistant](#) for both [Apple Messages](#) and cross-platform Fidelity digital experiences.
- Collaborated on data-driven design for [Fidelity 3.0](#) iOS, watchOS, and Android apps, with primary design focus on Fidelity Feed, Learning Hub, and News + Video. Team awarded with honoree [2017 Weebly Award](#).

CO-FOUNDER & CO-CEO, NAVI (BOSTON, MA) JAN 2014 - AUG 2015

- Curated and implemented human-centered user experience design and research methodologies for iOS experience that assists users to discover delightful local activities and experiences.
- Co-founded as part of an all women's founder team and received honorable mention for [Tufts 100K New Venture Competition](#) in 2015.

EDUCATION

M.S. MECHANICAL ENGINEERING - DESIGN IMPACT, STANFORD UNIVERSITY

JUN 2020

- Concentrated in augmenting the design thinking methodology in human-centered AI-driven experiences while tinkering with fellow [Loftees](#) (Design Impact students) across physical and digital product design. Advisor: David Kelley, Founder and Chairman of IDEO and Faculty Director of [Stanford d.school](#).
- Explored cross-cultural problem-solving and applied design thinking with [KMD - Keio University](#) graduate students and fellow [Stanford LDT](#) graduate students for an 8-week program held at Stanford and Keio campuses, advised by Bill Burnett, Executive Director of Design Program and author of *Designing Your Life* (2019).
- Advisor and course assistant for undergraduate Product Design and Mechanical Engineering students (2018 - 2020).
- Active member in Stanford Women in Design and Women's Mechanical Engineering Group.

B.S. ENGINEERING PSYCHOLOGY (HUMAN FACTORS), TUFTS UNIVERSITY

MAY 2015

- Studied an [interdisciplinary](#) approach to human-centered design and user research, advised by Dr. Holly Taylor.
- Received High Honors on Undergraduate Honors Thesis based on interdisciplinary research on robot factors and human-robotic interaction. Advised by Dr. Holly Taylor (Cognitive Psychology), Dr. William Messner (Mechanical Engineering), and Dr. Matthias Scheutz (Computer Science).
- Avoided a concussion all 4 years of Varsity [Tufts' Women's Rugby](#) as a fullback and wing; [taught](#) a socially conscious entrepreneurship class through the Experimental College; organized, selected courses, and branded the 50th Anniversary as an Office Assistant at the [Experimental College](#); advocated for students' rights as a [Latino Center Representative](#) in the TCU Senate and Association of Latin American Students; collaborated with President Monanco's executive staff, professors, and fellow students on the [Race and Ethnicity Working Group](#) to support and establish Africana Studies major and minor; and connected with amazing people all throughout my informative time at Tufts.

LEADERSHIP

TUFTS EXPERIMENTAL COLLEGE
 ALUMNI EXECUTIVE BOARD
 MEDFORD, MA | MAY 2015 - PRESENT

ME 115B: PRODUCT DESIGN METHODS
 COURSE ASSISTANT
 STANFORD, CA | DEC 2019 - APR 2020

ME 110: DESIGN SKETCHING
 COURSE ASSISTANT
 STANFORD, CA | APR 2019 - DEC 2019

TUFTS UNIVERSITY - ALUMNI COUNCIL
 TRANSITIONAL MEMBER
 MEDFORD, MA | MAY 2015 - PRESENT

ME 110B: DIGITAL DESIGN PRINCIPLES
 COURSE ASSISTANT
 STANFORD, CA | APR 2019 - JUN 2019

TUFTS HUMAN FACTORS CAPSTONE
 LEAD SPONSOR & MENTOR
 BOSTON, MA | SEPT 2016 - MAY 2017

TOOLBOX

Figma, Adobe Creative Cloud (AI, PS, XD), Sketch, Principle App, Invision, Swift iOS Language, HTML/CSS, Javascript, Microsoft Excel + VBA

Languages: English (Native), Spanish (Native), French (Intermediate)