

Skills & Tools

Human-Centered Design
Rapid Prototyping
User Journey Mapping
Agile Methodology
Lean UX
A/B Testing
Storytelling
Competitive Audits
Data Analysis
Quant. & Qual. Research
Omnipatform Design
Wireframing
Qualtrics / Centiment
Jira
Figma / Sketch
HTML / CSS / Unity

Education

VCU Brandcenter
M.S., Business &
Experience Design, 2021

University of Virginia
B.A., Biology, 2014

Side Projects

Allwrists.com
An e-commerce company I
co-founded to sell custom
fitted watch straps.

REI Product Advisor
I test and give feedback on
products that REI may carry.

Recent Experience

Capital One Lab / Principal Product Designer Oct 2021 - Present

- Led research and design and worked closely with developers on a personal financial management platform to transform mobile banking experience for 20million+ users.
- Led research and design exploration of buy/sell/hold cryptocurrency capabilities to omnichannel digital servicing experience through use of third party custodian APIs.
- Perform user/market research, generate concepts, and design prototypes rapidly for testing and experimentation to evaluate near and long term innovation ideas.
- Translate functional product requirements into high fidelity digital product platforms with unified brand voice and innovative user journeys for maximum engagement outcomes.

Mashaden Creative / Cofounder, Design Lead Sep 2019 - Sep 2022

- Co-founded a design agency to ship a web platform for a regional economic development authority to help increase startup community participation in Richmond, VA.
- Led a product design team using data driven insights to design and deliver an MVP that helps grow the regional startup ecosystem and internalize workforce talent in 6 months.
- Worked cross-functionally with developers and stakeholders to create and implement design/brand roadmaps that aligned with business objectives for local startups.

Sylvain Labs / Product Design & Strategy Intern Summer 2020

- Analyzed user feedback to develop go to market strategies and designed mobile brand campaign content for launch of Free Rain, a natural energy sparkling water beverage .
- Utilized Design Thinking and identified user facing design principles to develop innovative products to meet business goals in collaboration with external partners.

Other Work Experience

Optimal Research / Laboratory Manager Nov 2016 - Jan 2018

Advanced Bioscience Laboratories / Researcher Nov 2014 - Nov 2016