



## EXPERIENCE

### SITEIMPROVE

Copenhagen, Denmark | December 2019 - Present

*Product Designer*

- Leading the end-to-end process, from researching to delivering final designs across two teams. I lead the design across Siteimprove's Policy product and their suite of integrations.
- Defining accessibility requirements to ensure we build inclusive products and track data on features we ship to continuously monitor user behavior.
- Led designs and processes for the Azure DevOps integration into Siteimprove.
- Increased user satisfaction by redesigning part of the Policy product experience.
- Work closely with product owners, developers, customer success, and stakeholders to ship user-centric and accessible experiences that also meet the business goals.

### VERTIC

New York, NY | April 2018 - November 2019

*UX Designer*

- Currently leading UX solutions in the digital transformation for corporate websites for various clients.
- Collaborating with a team of project managers, strategists, visual designers, and developers: to collect quantitative and qualitative data, research best practice, define design systems and interactions, and align on functional requirements throughout the process.
- Designed and validated decisions through testing and iterations.
- Worked on initiatives to define our modular design system to streamline the workflow.

### GOOD CALL NYC

New York, NY | Nov. 2017 - Dec. 2017

*UX Design Consultant*

- Conducted user interviews and did a heuristic analysis of the existing website to identify key areas of optimization.
- Redesigned the website and restructured the information architecture of the website to align with the end user needs.
- Tested solutions to create ongoing visibility into users' experience with the service and understand its impact to improve services and retain users.

### HS AD NORTH AMERICA

Englewood Cliffs, NJ | Jan. 2016 - Sept. 2017

*Digital Designer*

- Collaborated with creative directors, strategists, & developers to design cross-platform digital work for LG Home Electronics and Home Appliances.
- Assisted in the design and development of LG's top tier OLED TV 2016 campaign.

### BUERO NEW YORK

New York, NY | Feb. 2015 - May 2015

*Graphic Design Intern*

- Conducted research and developed branding for the agencies international fashion and beauty clients.

### DIGITAS HEALTH

Philadelphia, PA | April 2013 - Sep. 2013

*Graphic Design Intern*

- Developed interactive banner ads using timeline animation and ActionScript 2.0 coding in Adobe Flash.

## SKILLS

### DESIGN

- User Research
- Information Architecture
- Wireframing & Prototyping
- Usability Testing
- Visual Design
- User Flows
- Competitive Analysis
- Presenting
- Facilitating workshops

### TOOLS

- Sketch, Abstract, Axure, InVision, Marvel, Principle, Zeplin
- Adobe Suite (PS, AI, ID, XD)
- Microsoft Office

### CODE

- HTML, CSS

## EDUCATION

### GENERAL ASSEMBLY

New York, NY | Sept. 2017 - Dec. 2017

User Experience Design Immersive Program  
Certificate of Completion

### DREXEL UNIVERSITY

Philadelphia, PA | Sept. 2010 - June 2014

Bachelor of Science in Graphic Design

### FOUNDATION FOR INTERNATIONAL EDUCATION

London, UK | June - Sept. 2012

Graphic Design Study Abroad Program