

Work

OnChain Studios

Boston, MA

Senior Product Designer

July '22 - Present

- Designed improved buyer journey resulting in 6-figure revenue growth.
- Product lead on MOTU, Star Wars, and ZFO product launches. Liasoned between internal and external partners. Designed landing pages, graphics and content. Codified new data model and schemas for our products.
- Lead on future E-commerce, Marketplace, and Backpack experiences.

Ernst & Young

Los Angeles, CA

Digital Strategy & Design Manager

March '22 - July '22

- Managed client and business development efforts within the Financial Services practice. Applied a service design methodology to uncover and recommend improvements to internal developer experience for client.

Avocademy

Online

UI/UX Mentor

July '21 - Jul '22

- Mentored students as they earned a certification from our bootcamp, guiding them through strategy, research, design, and documentation

UnitedLex

Los Angeles, CA

Creative Director

Feb '21 - March '22

- Built the creative team and manage activities across all global marketing and digital experience initiatives.
- Developed the creative strategy, refreshed our brand, and produced assets for our company website, social channels, thought leadership content, internal comms, digital marketing campaigns, sales and lead generation.
- Launched 20+ LinkedIn campaigns across 5 domains contributing to over \$18M in our sales pipeline. Provided creative support and accelerator workshops for pitches that contributed to over \$30M in TCV.

PwC Experience Centers

Miami, FL

Senior UI/UX Designer

May '20 - Feb '21

- Established the art direction and guided creatives across three workstreams on a firm-wide work transformation initiative. The successful launch was then accelerated by our GTM reaching 90% of our advisory practice (50k).
- Designed digital products, interfaces, websites, and contributed to the design systems for a range of Fortune 500 clients in healthcare, finance, insurance and technology.

Previous Roles:

UI/UX Designer
August '18 - May '20

Visual Design Intern
May '17, May '16

Education / Interests

Washington University in St. Louis

May '18

Sam Fox School of Art and Design

BFA in Communication Design

- Double Major in Art History
- GPA: 3.61

Awards & Honors

- Finalist and Audience Choice Winner in the Boeing Patent Challenge - '15
- Deans List - '13, '15

Skills:

UI & Visual Design

Illustration

Design Leadership

UX Research

Ask me about:

Backpacking around the world for 10 months

Salad Bowl - Multi-player mobile game

Lighthouse - Emergency supplies discovery

Ora - Dual-cartridge vaporizer (Hardware)

Trainings:

IBM

Enterprise Design Thinking Badge

PWC

Human-Centered Design Badge

PWC

Digital Acumen Badge

SCRUM ALLLIANCE

Certified Scrum Master