



EXPERIENCE

Senior Product Designer / Vroom

4/20 to present

- Strategizing with Product Managers, Data Scientists, and Engineers to create memorable and effective personalized experiences.
- Balancing business objectives and user's needs by leveraging data, research, and best practices to make informed decisions.
- Leading design strategy and vision on cross-team projects from conception to completion, including Vroom's design system build, implementation, and maintenance.
- Identifying and implementing improvements to the design process, quality, and velocity of the team.

UI Designer / Bankrate

1 year, 6 months

- Designed the new look and feel of Bankrate's complete rebrand.
- Deciphered user experience problems into actionable design solutions and effectively articulated decisions to business partners.
- Lead the rebrand rollout via design system build, implementation, and maintenance.

Senior Graphic Designer / Moosejaw Mountaineering

2 years, 4 months

- Owned all user interface projects from end-to-end.
- Maintained brand guidelines and mentored other designers.
- Created promotional product ad campaigns.
- Directed photographers during content creation.
- Designed print and web graphics including direct mailers, email, and apparel.

EDUCATION

Associates of Applied Science in Graphic Design

Art Institute of Michigan

PROFICIENCIES

Design systems, product strategy, personalization, work flow process, information architecture, content strategy, branding, logo design, and creating human-centered experiences.