

WORK EXPERIENCE

Content Strategist & Designer / Boise State University

May 2023 - Present

Collaborating with the College of Engineering Academic Affairs stakeholders in their efforts to make pursuing a degree more accessible to community college transfer students.

- Strategize content and write messaging that achieves the college's goals and highlights areas of opportunity that are key for the user group
- Design digital and print flyers for each department (7 in total)
- Design and build a Figma template for the college's future use

Senior Researcher & UX/UI Designer / Johnson & Johnson

April 2022 - December 2022

Primary design lead (in a team of 3) in charge of conducting qualitative research and designing the UX/UI of an internal data dashboard for the Immunology pharma sector. Worked in an agile framework.

- Led the strategy and implementation of 12 moderated interviews and user testing sessions to define needs and build out our user journey map
- Played a key role in shifting the product requirements and stakeholders' perception of user research and design
 - Regularly attended several functions' meetings to represent user and design needs amongst business, strategy, and development needs
 - Advocated for more user research when necessary
- Designed and built the product's design system for iPad Pro
- Met regularly with developers to maintain design integrity throughout the product build
- Advocated to establish an independent Design function

User Experience Researcher & Designer / String and Key

February 2020 - April 2022

Key contributor (in a team of 3) in the concepting and launch of Wyshbox, a redefined life insurance product. Designed a B2C end-to-end experience for native iOS, Android, and responsive web in an agile framework. Prior to 2020, String and Key functioned as AD:60 (see prior experience).

- Functioned as intermediary between design, research, business, legal, and tech in a startup space
- Prepped prototypes and led usability testing sessions throughout development of product
- Owned experience, wire frames, and UX copy of 6 features (e.g. Registration, Beneficiary, Wish-management screens), while keeping the entire user experience and business ecosystem in mind
 - Designed for a very compliance-heavy product
 - Led the development hand offs for these features
- Assisted in maintaining the UX design system and app maps
- Drove evolution of the user experience post-launch by advocating for more user testing when informed by analytics
- Co-designed and built the public Wyshbox site in Webflow

User Experience Researcher & Designer / AD:60

October 2018 - April 2020

Jumped into a bit of everything in a small agency primarily focused on B2C and B2B financial tech.

Clients included: Charles Schwab, Connect One, MoneyLion, Let's Get Checked, and Nadex.

- Implemented quantitative surveys to further support research and product design decisions
- Led discovery research and interviews to define MoneyLion's current and aspirational audiences and their responses to digital banking approaches
- Led an audit to identify efficient connections for MoneyLion's banking and trade products
- Designed how young Schwab users learn financial literacy curriculum through game design
- Fully redesigned a 30+ page website for a U.S. trading platform
- Involved in daily communication with development to translate designs into functional products

Impact Strategist & Service Designer / The Social Impact Studio

May 2018 - January 2019

Assisted the studio's founder by defining studio best practices and designing for mission-driven organizations.

- Played a key role in managing and launching the studio's first monthly, online social impact design conversation series, *From the Field*
- Created a service blueprint to design the internal studio processes to help streamline engagement with clients
- Created graphic content for the studio and clients including: project reports, workshop and communication materials
- Co-created and facilitated an interactive design thinking workshop at *Better World x Design 2018*

Program Coordinator & Design Teacher / Publicolor

January 2018 - June 2018 / Bronx & Harlem, NY; June 2017 - August 2017 / Brooklyn, NY

A non-profit educational youth development organization that empowers students through a multi-year project-based continuum of programs

- Led a 10-week design intensive to a cohort of 11-17 year-olds
- Co-leader an after school youth development program
- Designed and instructed lessons centered around color methodology, collaboration, project management, and the human-centered design process in ideation, prototyping, user interviews, critique, and presentation
- Managed and engaged various stakeholders: Publicolor students and staff, volunteers, and funders

EDUCATION

Pratt Institute / BID Industrial Design, Minor in Sustainability

2013 - 2017 / Brooklyn, NY

Focus on social impact, community, health, and social and environmental justice

COMMUNITY WORK

Archive Designer / Organizing Resource Library

September 2023 - Present / NYC

A collective of organizers, librarians, archivists, and scholars building an accessible library for organizers across NYC.

Volunteer Archivist / Lesbian Herstory Archives

April 2023 - Present / Brooklyn, NY

Community-based collaboration to preserve and provide access to records of Lesbian lives and activities. Organizing periodical artifacts dating as far back as the 1970's.

Digital Communications / Clinton Hill CSA

February 2018 - March 2023 / Brooklyn, NY

Designer of web and digital content and helped form partnerships with local food businesses. Redesigning the CSA website in Squarespace.

Mahali Lab Co-Facilitator / IRC x Harvard

December 2018 / Cambridge, Massachusetts

Strategized and co-led a two-day design workshop around dismantling barriers Syrian refugees face in their path to education in Jordan.

Product Designer / MIT D-Lab, International Development Design Summit

July 2018 / D'Kar, Botswana

Engaged with a local and international group of individuals to develop grassroots technologies and the businesses surrounding them. As the designer, I led my team through the design process.

Taconic Fellow / Pratt Center for Community Development

2016- 2017 / Brooklyn, NY

Led a grant-funded project: *Chipping Away at Poverty Through Community Design*, a self-sustaining compost program that encouraged the reduction of food waste. Conducted surveys and ethnographic research.

Aging & Technology Fellow / Lehigh University Mountaintop

June - October 2016 / Bethlehem, PA

Lead designer in a team within fields of engineering, social science, and medicine. Facilitated the design thinking process, conducted qualitative research with 18 65+ adults around transportation, education, and community.

SKILLS

Research & strategy: research ops, qual & quant, generative & evaluative, moderated & unmoderated usability testing, direct observation, surveys, card sorting, heuristic evaluation, UX analytics, journey mapping, service blueprints, project management, lesson planning, workshop facilitation, grant writing

Design: co-creative & participatory practices, concept ideation, product design, high fidelity wireframes, UX/UI, dev hand off, UX copy, user personas & flows, service design, physical & digital prototyping, familiarity of HTML/CSS

Tools: Webflow, Figma, UserZoom, Adobe InDesign, Photoshop, Illustrator, Premiere, XD, SolidWorks, Miro, Microsoft Suite, working knowledge of Qualtrics & Google Analytics

Language: English (native), Spanish (elementary proficiency)