

Skills —

- Product planning
- Product strategy
- Stakeholder management
- Design documentation
- Design critique
- Design systems
- Team building
- User research
- Visual design
- Heuristic analysis
- User flows & journey mapping
- Information architecture
- Wireframes & prototypes
- Personas & mindsets
- Empathy maps
- Usability testing
- Engineering handoff
- Design QA

Work experience —

- Director of Design at Ophelia

Established the design organization, grew and managed the design team, while conducting generative research, producing wireframes, and creating a scalable design system

2021 to now
- Senior Product Designer at CommonBond

Shaped new initiatives and enhanced existing product lines through research, design, and testing

2020 to 2021
- Conversion Rate Optimization Designer at Gusto

Optimized conversion rates for top-of-funnel growth channels alongside Gusto's in-house team

2019
- Freelance Product & Brand Designer

Applied research findings to information architecture, interactions, and visual design for a variety of different clients

2015 to 2020
- Director of Sales & Client Relations at Ideas By Nature

Managed accounts, conducted requirements gathering meetings, created wireframes, and organized design QA

2011 to 2015