

EDUCATION

Ohio University
2009-2013
SCRIPPS School of
Visual Communications

SOFTWARE

- Sketch/ Figma
- Adobe Creative Suite
- Invision
- Miro
- Zeplin
- Mailchimp
- Shopify

SKILLS

- Systems Design
- Component Libraries
- Prototyping
- UX/UI Design
- User Journeys
- A/B Testing
- Interactive Design
- Marketing Design
- Branding
- Wireframes/Mocks
- Infographics
- Print & Production

CONTACT

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PROFESSIONAL EXPERIENCE

2023-Present

A Place For Mom | Senior Product Designer | New York, NY

- **Built out a component library** and established the foundation of the design team at a newly acquired entity (AgingCare.com)
- Increased conversions across the site through user testing
- Involved in business decisions aimed at monetizing a large, active community of users - provided design solutions that toed the line between pushing for conversions and maintaining the utility and culture of the forum
- Spearheaded a fresh brand voice and redesign of the entire site to increase usability and readability for users while allowing us to capture more data and flow our community through more of our offerings

2022-2023

SMBX | Senior Product Designer | New York, NY

- **Doubled the pace of production**, feature iteration and user testing by implementing a design system that included components, color libraries, custom icons and more
- Represented UX to develop requirements and prototypes for net-new financial capabilities through collaboration with a cross-functional leadership team of execs, PMs, developers
- **Led a 28% increase in user conversion** by validating design decisions through A/B tests, multi-user studies, customer interviews and competitor analysis
- Established a more frictionless process between the design and dev teams by developing a comprehensive style guide, component library and Figma prototypes for our product

2019-2022

SingleCare | Senior Designer | New York, NY

- **Initiated a 14% increase** in month-to-month new user account creation by working with database engineers to overhaul the user system and onboarding process on SingleCare.com
- **Spearheaded a 34% annual increase in customer engagement** by overhauling strategy and deliverables for customer communication including email, SMS, push notifications and mailers
- Unified our customer experience by standardizing web styling through a component library
- Initiated, planned and executed the redesign of the SingleCare blog, **increasing readership from 250k to 1M+ monthly visitors**, all of whom were funneled into our product

2016-2019

Bear Mattress | Senior Designer | Hoboken, NJ

- Established and maintained the culture of the company as the first employee hired
- Established a cohesive brand voice through the creation of ads, logos, packaging, all web and social media content
- **Powered ~750% growth** through a brand overhaul, customer engagement events, CRM projects
- **Increased website conversions 5x** by conducting customer interviews, generating user personas, rebuilding our sales funnel and overhauling the entire e-commerce experience
- Managed an external dev team and used user testing, competitor analysis to lead over 12 iterations of Bearmattress.com over 3 years

2015-2016

Lendsnap | Lead Designer | San Fransisco, CA

- Represented UX in cross-functional meetings with to generate requirements for an MVP
- Created user profiles, interviewed potential customers and developed user flows to design wire-frames and mock-ups for a platform aimed at digitizing the mortgage application process
- Re-branded the company and created a fresh style guide to establish value in the marketplace
- Orchestrated a seamless hand off with developers by **creating a 70+ page product spec guide** that detailed screen-by-screen interactions for the entire product
- Oversaw development and ran QA for our initial launch

2012-2015

Crowdfentials | Co-Founder & Design Director | Cleveland, OH

- **Raised \$500,000** and managed up to 12 employees over 3 years as a founder
- Engaged with regulators, lawyers and executives to plan and build a suite of software solutions targeted towards investors in the crowdfunding space
- **Established a user base of over 12k investors** reliant on our platform to participate in offerings within the crowdfunding space