

WORK EXPERIENCE

Docusign

Senior Product Manager

San Francisco, CA

Sep. 2023– Present

- Creating data products for Docusign globally, including IAM, eSign, CLM, Notary, and other flagship Docusign offerings

Crayon

Senior Product Manager

San Francisco, CA

Feb. 2023– Sep. 2023

- Spearheaded Series B startup's insight curation, data collection, and analytics, reporting directly to the CEO; aggregated content from millions of footprints and translated that into content and data that increases our customer's win rates for competitive deals
- Lead and executed the roadmap of Crayon's win/loss analysis that integrates with Salesforce, HubSpot, Seismic, and other revenue tools across startups to Fortune 500 companies, netting over >\$1M in revenue from increases sales closes and retention
- Lead customer interviews and requirements gathering; mentor the only other PM; and set up processes for prod/UX team of five
- Drove end-to-end development and strategic direction of new competitive intel hub, owning the design, implementation, and KPIs
 - Increased DAU threefold, reduced churn by >30%, and increased sales closes by 15%, netting >\$3M in revenue
- Created first win/loss feedback program, partnering with Clozd to integrate our users and improve Crayon's close rate by 22%.

Electronic Arts

Product Manager

Redwood City, CA

Jul. 2018 – Jan. 2023

- Lead engineers, designers, data scientists, and other business partners globally to iteratively improve features and optimize KPIs
- Built interviewer companion app to enhance candidate experience; used by every EA applicant and entire Talent Acquisition team
 - Transformed Talent Acquisition's scheduling flow to be >300% faster and improved EA interest by 22% compared to non-users
 - Lead launch for global release of product as well as videoconferencing and intranet, impacting >10,000 employees
- Managed EA's intranet for creating and consuming internal content, policies, guides, and news; used by >10,000 employees
 - Created a custom form widget to enable users to provide feedback, report issues, and keep content up-to-date
 - Produced >20 full sites for HR, legal, game studios, IT, finance, international offices, marketing, facilities, and more units
 - Facilitated A/B testing around the world to improve relevancy, design, and usage from enterprise search and other features

Enova International

Product Management Intern

Chicago, IL

Mar. 2017 – Jul. 2017

- Lead Document Upload for CashNetUSA, which upgraded the US loan application process; nets >\$500,000 yearly ROI
- Implemented the US customer journey map, populated with images of site pages for all client types; used by everyone in US team
- Prioritized installment loan app features through survey research; created the mobile application flow for the entire process

A-Level Capital

Associate

Baltimore, MD

Feb. 2017 – May 2018

- Invested in & supported early-stage companies founded by Johns Hopkins affiliates at student-lead VC firm with >\$500,000 assets under management; firm has raised >\$680,000 and experienced a 43.53% increase in portfolio value within 15 months

OmniTrail Technologies

Software Engineer

San Jose, CA

Jun. 2015 – Aug. 2016

- Created and released two real-time visualizers coded in Java that utilizes Jetty for location server JSON objects and histogram filters to map devices and trails onto floor nodes; used for product demos for the whole company and debugging for all clients
- Programmed a heartbeat scheduler using Quartz that monitors activity of back-end server operations to preemptively detect issues

EDUCATION

Johns Hopkins University

Bachelor of Science in Computer Science

Baltimore, MD

May 2018

- **Awards:** 1st in JHU's Business Plan Competition, Rewriting the Code Fellow, 1st in HopHacks, Coca-Cola Scholar, Invensys Scholar

PROJECTS

ToI – 1st Place in the Johns Hopkins University Business Plan Competition

Apr. 2018

Preventative healthcare device that automatically analyzes users' stools to detect gastrointestinal issues, using a Raspberry Pi, camera, sensors, OpenCV, PostgreSQL, and React Native. Won 1st place at the 2018 JHU Business Plan Competition with a team of three.

Gamma Ray Kitten – github.com/BitBallers/GammaRayKitten

Dec. 2014

A randomized videogame about a radioactive cat escaping a laboratory. Created with three other students using Pygame.

Sound Cave Oculus Rift Audio Visualizer – 1st Place at HopHacks

Feb. 2014

An interactive 3D audio game environment experienced through the Oculus Rift that responds to changes in bass, tempo, and rhythm of songs. Created with three other students using Unity and C#. Won first place at the Spring 2014 JHU hackathon, HopHacks.

SKILLS & ORGANIZATIONS

- **Skills:** Dashboards, Heap, agile, Java, Python, C++, HTML, SQL, Jira, scrum, Figma, LumApps, Unity, Maya, Photoshop
- **Activities:** Women in Product, Competitive Intelligence Collective, HopHacks organizer, Women in Computer Science