



WORK EXPERIENCE

Lead UX/UI Designer Bronze AI. London, UK / April 2024 - Present

Ideated meditation app harnessing power of Bronze AI’s unique generative audio engine in collaboration with Bronze and Aska Matsumiya. Created brand identity and designed, prototyped, and user tested app.

UX/UI Consultant Praction. New York, NY / July 2023 - Present

Created and implemented a design system for Praction’s AI-powered revenue growth platform. Overhauled entire platform UX and IA in under 2 months and collaborated with product to develop long-term research and design strategy.

Senior Product Designer Native Instruments. Berlin, Germany / November 2014 - January 2022

Komplete Experience

Led two engineering teams to build a software and hardware browsing and content experience for NI’s entire product catalog, now seeing 1.5 million MAU.

Native Access

Increased successful product downloads by 142% and tripled MAU by solving 5 top pain points of Native Instrument's download client. Created a touch point to the online store, claiming 7.5% attributed revenue.

Lumen Design System

Co-founded NI’s’s first and present-day design system used by all designers in Product today. Championed the system in Komplete Experience software and hardware, followed by Native Access, executed system documentation, and handled migration from Sketch to Figma.

Hardware

Facilitated design and product workshops for NI’s flagship hardware keyboard experience. Led the design of the hardware screen context experience making a unique offering to OEM 3P Partners. Designed and shipped a hardware keyboard experience, leading to over \$70,000,000 gross revenue to date. Led audio hardware industry in accessibility with 5% of user base solely using accessibility features, (~9K users)

+ Notable Achievements

Took the lead on Subscription model rollout and created a resource which a dozen xfn teams used to stay in sync and ship on time. Unified Product and Marketing design teams by starting Design Jour Fixe across entire design org. Evangelized the importance of user centric design, Design Thinking and introduced new user feedback tooling throughout Product teams. Collaborated with the executive team to translate corporate missions and goals into product strategy using design thinking, on-site user research, and rapid prototyping. Founded and executed an interactive e-learning platform for the major product line. With Lumen Design System, unified UX and UI to entire product catalog (over 100 products) for first time in company history.

Head of Design & Co-founder Building Conversation. Boston, MA / September 2012 - October 2014

Led user research, interface design and feature discovery on an augmented reality engine for architects and real estate developers. Drove collaboration between product ops and engineering to ship beautiful , easy-to-use features.

Lead Designer & Dir. Business Development Together Festival. Cambridge, MA / January 2011 - August 2012

Secured over \$200K in sponsorship and in-kind deals through targeted outreach and negotiation strategies. Developed and curated daytime programming, aligning brand awareness with educational lectures, workshops, and demos. Orchestrated the development of a design system that flawlessly integrated over 60 top brands, resulting in 100% brand visibility.

EDUCATION

Dual BFA, Multimedia & Graphic Design Northeastern University. Boston, Massachusetts / September 2008 - May 2012

| TOOLS | SKILLS | | |
|----------------------|----------------------|-----------------------|--------------------------|
| Figma | Agile / Scrum | UX Research | Prototypes |
| Sketch | Lean UX | User Personas | Wireframes |
| Abstract | | User Flow Maps | Information Architecture |
| Adobe Creative Suite | Discovery / Ideation | User Testing | Spec Writing |
| Storybook | Design Systems | Empathy Maps | |
| Miro | Design Thinking | Competitor Analysis | Beta Community |
| Mixpanel | Rapid Prototyping | A/B Testing | Workshop Facilitation |
| Metabase | Product Requirements | Customer Journey Maps | Executive Presentations |
| | | Accessibility | |