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## Work Experience

### UX/UI Consultant

#### **Praction** *New York, New York* — **July 2023 - Present**

- Championed and implemented a design system to improve user experience for Praction's AI-powered revenue growth platform.
- Overhauled the entire software UX and collaborated with product to develop long-term research and design strategy.

### Senior Product Designer

#### **Native Instruments** *Berlin, Germany* — **November 2014 - January 2022**

- Led the end-to-end design, specification (Figma), and launch of Native Access app, used by 1.5 million users worldwide.
- Migrated entire Design System and working files from Sketch to Figma.
- Created sketches, mock ups, wireframes, prototypes on a daily or weekly basis for B2B and consumer products utilizing Figma, Sketch Adobe Suite, Blender, Storybook, and Miro.
- Conducted qualitative and quantitative user research, user testing, and A/B testing utilizing Centercode, Mixpanel, Metabase, Quantilope, Google Analytics, and introduced tools such as Appzi, usertesting.com, Upvoty and Grain.co,
- Reformed design strategy to drive in a 300% increase in monthly active users, accountable for 7.5% of attributed revenue.
- Ideated, prototyped, and produced the universal browser UI; implemented user centric design principles, generating \$10 million in sales first quarter of release.
- Optimized and documented the Lumen Design System and component library, leading to a 50% reduction in product development time and a 20% increase in overall team productivity.
- Collaborated with the executive team to translate corporate missions and goals into product strategy and products in company incubator using design thinking, on-site user research, rapid prototyping executive presentations.
- Regularly owned projects from Discovery through Development and Release.
- Evangelized the importance of user experience and user centric design throughout the Product teams.
- Founded and executed an interactive e-learning program for the major product line.
- Owned research and prototyping on the MK3 hardware keyboard experience.

### Head of Design & Co-founder

#### **Building Conversation** *Boston, Massachusetts* — **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.

### Head of Design & Director of Business Development

#### **Together Music Technology Festival** *Cambridge, Massachusetts* — **January 2012 - August 2012**

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

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## Education

### Dual BFA, Multimedia & Graphic Design

#### **Northeastern University** *Boston, Massachusetts* — **September 2008 - May 2012**

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Tools	Skills		
Figma	Discovery	Prototyping	Quantitative Research
Sketch	Ideation	Wireframing	Competitor Analysis
Abstract	Design Systems	User Flows	Data Analytics
Adobe Creative Suite	Design Strategy	Information Architecture	Customer Journey Mapping
Storybook	Design Thinking	Participatory Design	Customer Insights
Miro	Design Sprints		
	Design Specifications		
Mixpanel	UX Research	Cadence & Iterative Design	Desktop Design
Metabase		Agile Environment	Mobile Design
		Beta Community	
JIRA		Development	Digital Solutions
Zeplin	User Flow Mapping	Workshop Facilitation	B2B Enterprise Software
Centercode	User Testing		
Upvoty	Usability & Accessibility	Executive Presentations	
Appzi		Visual Narratives	
Maze AI			
Ustesting.com			
Quantilope			
Google Analytics			
Git			
Html / CSS / Javascript			
Frameworks			