

Work Summary

Full Time

Simi AI

Apr 2024 - Dec 2024

Founding Designer

- Defined initial product scope through customer calls, 25+ fast prototype iterations, & customer journey mapping
- Designed MVP product front end concierge & client portal with staged handoff for development
- Facilitated the marketing & product needs for the pre seed fundraise through design & development of the website, company/product branding, & entire design of the pitch deck

Gastrograph

May 2022 - Sep 2022

Lead Product Designer

- Managed design process, collaborating with Product, Engineering, Data, Marketing, Sales, & CEO to deliver a 0-1 subscription based SaaS product from a reporting service
- Conducted customer research to prioritize and prototype key functions, interactions, and data insights that paired with the existing reporting service to offer customers more interaction
- Designs were built out a year later along with website rebranding based on design guidelines

Umba

Nov 2021 - May 2022

Product Designer

- Hired and Led a design team of 4 international designers, managing the design strategy & process along with the head of product, executive team, and cross functional stakeholders to ship features across 3 product lanes on a biweekly basis.
- Prioritized, Designed, & Shipped key features relating to interbank payments, user background checks(KYC), and user retention initiatives working closely with engineering, CE, & QA.
- Helped the executive team rebrand & update the website in Webflow, & develop a pitch deck that secured a \$15M series A

Atlas44 (CreditSuppliers Product)

Aug 2016 - Jul 2017

Credit Analyst - Operation

- Mitigated risk in the lending review process, working alongside the Head of Credit we developed a formula to better assess risk through an automated workflow
- Implemented new technologies such as Lexus Nexus to consolidate the lending review process into one tool with deeper access to customer backgrounds
- Designed & Managed the Quarterly Board Report

Contract

Lendmarq

Jul 2023 - Present

- Defined and executed a marketing strategy enhancing lead funnel and email campaign conversion rates; established a unified brand presence across social media and physical events.
- Developed a comprehensive brand book aligning internal stakeholders to a singular brand image, ensuring consistent marketing content aesthetics, and reducing content posting time from one week to one day.
- Design and deploy content across social media and email, maintaining a consistent posting schedule (thrice weekly on LinkedIn, 12 monthly email flyers); and visually enhanced the Westport Office with 5 wall decals, including a 25ft accent wall for event photo ops.

Wanda

Aug 2018 - Jan 2024

- Manage product & design process with a team of 4 engineers & a project manager to deliver monthly updates to the products across mobile & web.
- Researched, Designed, & Developed the mobile app for cohort participants & facilitated the designs & development of the web platform for staff to manage the program
- Reduced staff manual tasks by 40+ hours a month through automation, & allowed the program to franchise to partner locations through the software that was built.

GoodWorksCollective

Feb 2023 - Aug 2023

- Working closely with an agency of 3 business consultants I help develop early product ideas into design concepts, prototypes, and live websites along with the branding and content.
- Built out 4 product concepts, 2 of which are moving towards production. Currently designing & developing an assisted medical shopping service through Webflow and form integrations.
- Helped rebrand the agency and determine feasible product roadmaps to prioritize company resources

Apploi (OnCall Product)

Jan 2023 - Apr 2023

- Working closely with a product manager, engineers, and an executive team member I created a design roadmap based on client feedback, ongoing engineering work, & technical debt.
- Developed design documentation & a design system to create consistency and hierarchy in the product
- Shipped 6+ features, created design direction & opportunities, and established a product process with the PM to create a regular shipping schedule

Canix

Nov 2022 - Feb 2023

- Working directly with the head of marketing I simplified & developed the branding of key landing pages to match existing designs and branding in Webflow
- Built 4+ landing page templates to create consistency in the website, reduce time to create new landing pages, and established a shipping/QA process in Webflow.
- Developed marketing materials for newsletter campaigns and in person events that focused on validation and education of potential customers.

Mew & Me

Aug 2019 - Dec 2019

- Working directly with the founder I created a process for measuring engagement & created a design roadmap for product improvements
- Through in person user testing I determined which single variable changed impacted engagement most and prototyped games to validate those hypothesis.
- Increased engagement by 30%+ and developed a design roadmap that allowed Engineering to build out new games with key engagement focuses

Impact Minds

Feb 2019 - Apr 2019

- Worked directly with the founder and a team of therapists to develop an onboarding flow which reduced their need for onboarding calls and provided instant value to their clients.
- Conducted user research to determine key needs and information that should be collected & prototyped flows to validate the process.
- Reduced a 30min onboarding consult call to a 5min onboarding flow via web