

Work Summary

Full Time

<u>Simi AI</u>	Apr 2024 - Dec 2024
<i>Founding Designer</i>	
<ul style="list-style-type: none">Defined initial product scope through customer calls, 25+ fast prototype iterations, & customer journey mappingDesigned MVP product front end concierge & client portal with staged handoff for developmentFacilitated the marketing & product needs for the pre seed fundraise through design & development of the website, company/product branding, & entire design of the pitch deck	
<u>Gastrograph</u>	May 2022 - Sep 2022
<i>Lead Product Designer</i>	
<ul style="list-style-type: none">Managed design process, collaborating with Product, Engineering, Data, Marketing, Sales, & CEO to deliver a 0-1 subscription based SaaS product from a reporting serviceConducted customer research to prioritize and prototype key functions, interactions, and data insights that paired with the existing reporting service to offer customers more interactionDesigns were built out a year later along with website rebranding based on design guidelines	
<u>Umba</u>	Nov 2021 - May 2022
<i>Product Designer</i>	
<ul style="list-style-type: none">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	
<u>Walmart Ecommerce</u>	Aug 2017 - Sep 2018
<i>Category Manager</i>	
<ul style="list-style-type: none">Worked with brands to develop a common content structure across items in the baking mix categories. Reduce cognitive load on customers, making product comparison easier.Led user research of general mills customers to better understand shopping habits when it comes to engagement with imagery and videos on product listings.Developed business strategy cross breakfast categories, resulting in a reduction of losses by 20%.	
<u>Atlas44</u>	Aug 2016 - Jul 2017
<i>Credit Analyst</i>	
<ul style="list-style-type: none">Mitigated risk in the lending review process, working alongside the Head of Credit we developed a formula to better assess risk through an automated workflowImplemented new technologies such as Lexus Nexus to consolidate the lending review process into one tool with deeper access to customer backgroundsDesigned & Managed the Quarterly Board Report	
Contract	
<u>Lendmarq</u>	Jul 2023 - Present
<ul style="list-style-type: none">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.	
<u>Wanda</u>	Aug 2018 - Jan 2024
<ul style="list-style-type: none">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 programReduced staff manual tasks by 40+ hours a month through automation, & allowed the program to franchise to partner locations through the software that was built.	
<u>GoodWorksCollective</u>	Feb 2023 - Aug 2023
<ul style="list-style-type: none">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	
<u>Apploi (OnCall Product)</u>	Jan 2023 - Apr 2023
<ul style="list-style-type: none">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 productShipped 6+ features, created design direction & opportunities, and established a product process with the PM to create a regular shipping schedule	
<u>Canix</u>	Nov 2022 - Feb 2023
<ul style="list-style-type: none">Working directly with the head of marketing I simplified & developed the branding of key landing pages to match existing designs and branding in WebflowBuilt 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.	
<u>Mew & Me</u>	Aug 2019 - Dec 2019
<ul style="list-style-type: none">Working directly with the founder I created a process for measuring engagement & created a design roadmap for product improvementsThrough 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	
<u>Impact Minds</u>	Feb 2019 - Apr 2019
<ul style="list-style-type: none">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	