

## Education

### New York University

Tandon School of Engineering

September 2016 - Present

#### Bachelor's of Science in Computer Science

Minor in Integrated Digital Media, Minor in Game Engineering, Magna Cum Laude

## Experience

### Publicis Sapient

Experience Designer

October 2020 - Present

- End-to-end product design on an agile team in collaboration with PMs, developers, user researchers, and strategists
- Led research and discussion on best practices and established a design system for consistency across products and platforms
- Audited e-commerce site to find areas of opportunity to improve user experience and rate of conversion
- Wrote testing criteria and created high fidelity prototypes for A/B user testing
- Presented designs to clients and stakeholders to ensure buy in
- Leveraged computational design thinking to communicate the compatibility of designs with the client's content management system
- Created user journey maps to discover areas of opportunity for product growth
- Mentored junior designers on the design team

### Skolem Technologies

Web Designer

March 2022 - June 2022

- Streamlined the in-house blockchain explorer page and leveraged data visualization tools to close the gap between engineers and sales while incorporating feedback from developers and their CTO
- Established the UX flows for the blockchain wallet and transaction manager

### NYU IT OTSS

UX/UI Designer

October 2017 - August 2020

- Laid the groundwork for design baselines for capital projects management systems
- Digitized data entry pipelines and converted entire bookkeeping systems to server-based operations for NYU's mailrooms
- Founded, ran, budgeted, and marketed for an annual citywide outreach event to bring design and technology to underprivileged students
- Audited for and solutioned designs to ensure Web Content Accessibility Guidelines (WCAG) AA compliance
- Led user-research efforts and produced high-fidelity prototypes
- Presented to stakeholders and end users to ensure smooth integration of new systems

### OSIRIS Lab

Marketing Manager

September 2019 - May 2020

- Modernized the organization's branding and solidified brand guidelines
- Established a design system, a full website redesign, and created designs for several Capture the Flag (CTF) events
- Primary point of contact between the lab and school management

## Design

### Skills

Animation, Accessibility, Client strategy, Design systems, HTML + CSS, Prototyping, Responsive web design, UI design, Usability testing, User experience auditing, User journeys, Wearable design, Wireframing

### Tools

Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Axure, Figma, Framer X, Invision, Invision Studio, Sketch