Designer with a background in research, strategy, design thinking, prototyping and product. Committed to creating meaningful interactions from branding, visual storytelling to honing refined final designs with people from diverse disciplines.

#### **WORK EXPERIENCE**

Sept - Mar 2018

Product Design

#### QUADRANT2 NEW YORK, NY social justice devshop

- · Iteratively designed an emergency situation app for iOS and Android for the ACLU.
- Designed an idea sharing app from the ground up, including content strategy, branding, user-experience and landing page development.
- $\cdot$  Applied consistent branding guidelines, illustrations, iconography througout mobile and web end-to-end experiences.
- · Facilitated usability testing and worked with the client to implement collective feedback and integrate business and technical constraints.
- · Conducted product sprints, prototyping, internal testing.

Apr - Aug 2017

Product / Interaction Design

### SMART DESIGN NEW YORK, NY design and innovation consultancy

- · Led research and design for a proof-of-concept.
- · Designed low-mid fidelity prototypes and conducted 25 user interviews and testing.
- $\cdot$  Storyboarded and prototyped cross-platform designs.
- · Leveraged design-thinking and user-focused research to solve problems as part of a larger design team for major car client.

May - Jan 2016

Product / Graphic Design

# **SPRINKLR** NEW YORK, NY B2B SaaS marketing product company

- · Designed internal marketing website and print collateral, which won first place out of 16 teams for the global Sprinklr internship project.
- Defined product roadmaps and requirements for client onboarding and CMS tool with lead designer and PMs.

# EDUCATION

2016 - 2017

UX Academy

#### **DESIGNLAB** SAN FRANCISCO, CA

Studied and applied core principles of user experience research and design.

2016 Graphic Design

# SCHOOL OF VISUAL ARTS NEW YORK, NY

Continued Education in branding, typography and storytelling.

2015 Visual Studies Bachelor of Arts

### UNIVERSITY OF PENNSYLVANIA PHILADELPHIA, PA

Completed an interdisciplinary design degree with thesis, grounded in research, gestalt psychology and digital design.

# SKILLS

## **SOFTWARE**

 $sketch \cdot principle \cdot invision \cdot adobe \ XD \cdot illustrator \cdot photoshop \cdot after \ effects \ html \cdot sass \cdot beginner js, swift$ 

#### DESIGN

 $design\ thinking \cdot user\ research \cdot user\ experience \cdot interaction\ design\ \cdot visual\ design$ 

# **IN MY FREE TIME**

South American literature, skiing, amateur windsurfing, John Oliver, Italian/Flemish