

## **Onboarding New Accommodation Partners**

I envisioned, created, and designed the guidance framework which supported our inexperienced partners through five key milestones of their onboarding journey. The purpose of this initiative was to educate and guide the partner through these early milestones, so that they become profitable partners and create memorable experiences for their guests.

## **Project Polaris - Vision for the Customs Workspace**

I initiated and partnered with business, product, and tech stakeholders to lead the creation of a UX vision for our business area which identified 7 key opportunities for us to increase our customs brokers efficiency and satisfaction score. We implemented 8 of the product concepts from the vision and have included 12 of the concepts in our long term product strategy.

## **Reusable PGA Product Profiles**

I designed an end to end workflow that enabled our customs brokers to create reusable profiles for products so that they didn't have to fill in the same information each time a company shipped the same product. This reduced our customs brokers' cost to serve by enabling them to file more entries per month.

## **Long Stay Weekly & Monthly Discount**

I led a UX team (2 UX designers, 1 UX copywriter, 1 researcher) in creating an MVP that enabled our accommodation partners to offer weekly and monthly stay rate plans. The purpose of this initiative was to enable accommodation partners to provide availability and competitive prices so that they could offer customers the best price.

## **Product Discovery Control Center**

The Product Discovery Control Center collates all discovery information and aligns collaborators and stakeholders throughout the process.

## **Design Libs**

Design Libs is your go-to reference for how to write and use some of the most common design thinking exercises, practices, and methods.