

## **Product Designer | Storable | 2019-present**

*Serve as product's first designer tasked with modernizing 20yr old self storage software application*

- Lead all steps of the iterative product design process from initial ideation to design validation & launch.
- Identify users' needs, pain points, and behaviors to advocate for the most impactful experience, ensuring goals are translated from prototypes to the final product.
- Collaborate with product team to turn complex visions into simple, sophisticated & effective solutions.
- Clearly articulate design decisions to engineering, while also assisting with feature execution.
- Refine product management outcomes to give team short term focus.
- Validate multiple bet hypotheses by conducting customer interviews to identify key pain points and iterate on design solutions to satisfy the customer needs to funnel work ahead of the squad's backlog.
- Publish customer interview notes in order to communicate key takeaways to the entire product team.
- Work through quick drafts of UI ideas by getting feedback from key internal teams like sales and support
- Migrate existing features to the browser platform in order to modernize 20yr windows software program.
- Simplify cockpit style application interface into updated interface for daily accounting business process.
- Build prototypes in React to smooth the UI design handoff to a backend focused engineering team.
- Implement user behavior tracking in google analytics to help start making data based decisions.
- Observe FullStory recorded user sessions to identify usage behaviors and inconsistent design patterns.
- Worked on a cross functional team during initial COVID quarantine period on quick wins for customers, allowing them more contactless options to move in tenants, keeping their business growing.
- Coded 25 UX debt branches to clean up html/css design patterns across pages developed in isolation.
- Scheduled local onsite to shadow users to build initial understanding of their behaviors & goals.
- Integrated multiple outreach methods into Salesforce to get customers opted into new Solution Discovery Program, so they could provide feedback in order to speed up our research process.
- Create templates for product bets & outcomes in confluence to transparently communicate priorities.
- Serve as senior member of the product design team partnering with manager on key initiatives and providing design critiques for other team members work.
- Email NPS detractors to discuss their survey comments & unveil opportunities for product to improve.

## **Lead Product Designer | Dude Solutions | 2018-2019**

*Acted as client liaison and owned app experiences as an integral member of Dude Labs innovation team*

- Led the team, performing design, testing & delivery from concept to viable app, with a 3 year revenue potential of 43M over a 6 month period.
- Researched client needs via site visits & ride alongs to understand how maintenance technicians work.
- Facilitated a 1 week design session to sketch ideal, feasible & attainable concepts to focus our efforts.
- Tested first app draft onsite with an engineering vendor to prove concept & pivoted direction as a result.
- Partnered with customer facing staff to recruit usability participants through social media & support site.
- Worked in lean, iterative cycles using kanban to design, build and validate new app flows/features like a conversational UI, OCR, Floorplans, Mapping Assets and Taxonomy, so we could fail fast or move on.
- Partnered with education client on beta feedback to reach MVP, ensuring we built no unneeded features.
- Processed a go-to-market plan (including pricing & marketing) to begin on-boarding more clients.
- Rapidly built interactive POC of conversational form to request work orders to validate with clients.
- Crafted experience so users could enter asset data as fast as possible using OCR & a conversational UI.
- Created a "Facility Innovator" research program to have a pipeline of available testers for our initiatives.
- Ran A/B tests on email content to determine which messaging caused more clients to sign up.

- Conducted guerrilla usability tests with staff to get design feedback & quickly validate hypotheses.
- Made xml & Kotlin changes in Android app to speed up development time on design updates using Git.
- Designed app logo, landing page and Play Store marketing materials using Sketch.
- Developed a simple building mapping tool for the support team to help clients using Google Maps API.
- Led design studio exercise with marketing team to visualize concepts for new company home page.

### **Optum | 2016-2018**

*Served as a UX design resource on a variety of healthcare projects*

- Represented user's voice on agile team, ensuring designs are understood & implemented appropriately.
- Collaborated with user researchers to design usability tests, draft scripts and perform test moderation.
- Synthesized key takeaways from research to effectively communicate actionable recommendations.
- Designed & developed prototype of tablet application for nurses to document palliative care home visits.
- Developed javascript plugin to display UX annotation layers on high fidelity HTML prototypes.

### **City of Raleigh | 2011-16**

*Advocated for user experience design by utilizing best practices to make progress on the city's website*

- Served as product owner of raleighnc.gov, guiding site toward modern trends and leading a team of 3.
- Responsible for responsive design update - one of the first of its kind for a government website.
- Led intranet migration to Drupal using mobile-first methods for design, content & development.
- Created a template for 90 parks after running usability study to determine critical information for citizens.
- Utilized design studio methodology to engage staff and sketch ideas for new page templates.
- Performed A/B testing to determine success of designs, including slider/grid preference for news items.
- Oversaw design consistency across 1000 pages & 100 editors in CMS, while site visitors grew by 25%.
- Routinely shared analytics with content owners & discussed translating their goals into design patterns.
- Designed & developed templates for city committees, news/events and construction project updates.
- Added easy access to popular pages on mobile to increase findability and reduce cognitive load.
- Ensured design and accessibility compliance of site which won local government "Best of Web Awards"
- Optimized web page loads by reducing image sizes, implementing lazy load techniques, utilizing progressive enhancement, removing reliance on JS libraries and writing reusable SASS patterns for CSS.

### **Grasshopper | 2010-11**

*Served as remote UX Lead in a position created for me, fusing user centered design into company process*

- Eliminated user frustration and cut support costs by creating an onboarding process for phone service.
- Iterated on HTML/CSS prototypes by gathering user feedback during moderated remote usability tests.
- Led research & redesign effort of customer service tools to improve agents' workflows and efficiency.

### **Messagefirst | 2007-10**

*Employed a variety of progressive techniques to redesign client web apps for this boutique design firm*

- Conducted ethnographic research to identify users' needs & problems for use on data-driven personas.
- Facilitated brainstorming in collaborative sketching sessions to help clients generate design ideas.
- Produced high fidelity prototypes using customized HTML/CSS to test interactions and visual design.
- Recruited, moderated and monitored in-person usability tests to identify patterns and validate designs.
- Reduced online university application from 13 steps down to 3, using progressive reveal design pattern.
- Reorganized settings for help desk web application, reducing the amount of screens by 40%.

**Drexel University** - B.S. in Information Systems & Human Computer Interaction, minor in Human Factors

**Environmental Committee Chair at The Raleigh School** - I plan, organize, and execute school-wide environmental initiatives, including recycling of school supplies, batteries & household hazardous waste.