

Designer focused on mobile apps, passionate about building products that can help people's life and work. I thrive when solving complex problems through elegant systems and simple interfaces.

## EXPERIENCE

JUN 2019 to  
TODAY  
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*Product Design Lead*  
**REKKI** (LONDON, UK)

Head of the product design at fast-growing startup, in a hybrid IC/management role. Managing 3 product designers and researchers across multiple products for chefs and wholesale suppliers. Responsible for hiring, growing the team from 1 to 4 in six months. Built design system, component library, and tooling to increase team efficiency. Defined goals and OKRs for the design org in conjunction with the company's annual objectives. Currently leading design for the business' first monetization efforts, working with senior leadership to build a marketplace and define the long-term company vision.

JUN 2017 to  
MAY 2019  
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*Senior Product Designer*  
**DELIVEROO** (LONDON, UK)

Responsible for the Deliveroo Rider app, used by 50,000 couriers worldwide to find work, manage their hours, and deliver food to Deliveroo customers. Primarily focused on the live delivery flow, making the navigation experience as seamless as possible, shortening avg. delivery times. Built tools for riders to resolve common delivery issues, drastically reducing support calls. Led product efforts to reduce rejections and combat fraud. Redesigned entire app over course of 2017-2018 to fit new design language.

OCT 2016 to  
APR 2017  
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*Freelance Product Designer*  
**GLUE** (REMOTE)

Hired by Swedish IoT startup to improve the UX of their Smart Lock companion app. Designed and prototyped concept apps to illustrate company vision in Series A fundraising. Redesigned onboarding flow, raising conversion from 20% to 75%.

JUL 2014 to  
JUN 2016  
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*Product Designer - Workplace*  
**FACEBOOK** (LONDON, UK)

Relocated to London to join the *Facebook Workplace* team, as the sole designer from its early conception through global rollout, with the goal of designing a communication tool that encourages an open and transparent corporate culture.

Worked side-by-side founding Eng Director and Product Manager to define the early vision, explore directions, get buy-in from C-suite, run research with trial companies, and iterate based on feedback. Drove early strategic move to focus on groups over individual connections. Defined new design language to create separation from Facebook brand.

JUL 2013 to  
JUL 2014  
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*Product Designer - Search*  
**FACEBOOK** (MENLO PARK, CA)

Joined the Graph Search team as a new grad. Designed various search interfaces across web and iOS to help establish Facebook Search as a place to discover public content, news stories, and find local places. Led major redesign for search on iPad.

## EDUCATION

SEPT 2009 to  
MAY 2013  
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*Bachelor of Fine Arts*  
**CALIFORNIA COLLEGE OF THE ARTS**

Major: Graphic Design    Minor: Writing & Literature  
Honors: Graduated with high distinction

## SKILLS

### DESIGN

Product thinking · Interaction design · User experience · User research · Visual design · Typography · Branding · Iconography · Design systems

### TECH

Prototyping (Framer/Origami) · Front-end development (HTML/CSS/JS/PHP) · Source control (Git/Mercurial) · Eng-stack familiarity (Obj-C, React, SQL)

### SOFT

Hiring · Managing · Mentoring · Public speaking · Culture building · Writing · Championing distributed offices · Transcontinental team collaboration