

## SUMMARY

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I'm a detailed people-first UX/Product Designer who loves developing simple and effective design solutions to complex user problems, always keeping the business's bottom line in mind.

## WORK EXPERIENCE

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### UX/PRODUCT DESIGN FREELANCER

New York, NY | Nov. 2018-present

UX research, strategy, information architecture, product design

Craft designs by applying design thinking principles throughout the design process to build empathic information architectures and prototypes.

- Fully rebranded HORTUS, a beauty salon in lower Manhattan. Created new logo, labels for custom products. Redesigned e-commerce website in process.

### DIRECTOR OF SALES MARKETING, SALES, AND COMMUNITY EXECUTIVE

Primary (Live Primary, LLC) | New York, NY | Aug. 2016-Dec. 2017

Coworking space with wellness amenities

Chosen as the company's first executive hire. Promoted to Director of Sales after demonstrating a strong ability to close deals and cultivate a strong community with a mix of established corporate companies (e.g., Pepsi), nonprofits (e.g., Kiva), and early-stage startups.

- Achieved 60% closure on leads and 93% office occupancy leading to a substantial increase in revenue.

### PRODUCT MANAGER

babyMed | New York, NY | Sep. 2010-May 2016

One-stop online fertility and pregnancy resource

Developed and led an external team of developers, designers, and writers. Conducted usability testing and used findings to develop a taxonomy structure, content strategy, and full redesign.

- Increased pageviews 650% (to 12 million) and users 400% (to 2.75 million). All traffic was organic.

### CASE PLANNER

SCO Family of Services | New York, NY | Oct. 2007-Oct. 2011

Voluntary not-for-profit human service agency

Managed a caseload of high-risk young men aged 17-21 years-old living in a foster care group home.

## TOOLSET

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### UX DESIGN SKILLS

User Surveys  
User Interviews  
Competitive Analysis  
Personas  
User Stories & Flows  
Information Architecture  
Wireframing  
Prototyping  
Lo-Fi & Hi-Fi Mockups  
Content Strategy  
Typography  
Color Theory  
Branding  
Usability Testing

### UX DESIGN TOOLS

Sketch  
Figma  
Adobe Creative Suite  
Invision  
UsabilityHub  
Maze  
Balsamiq  
Principle

### FRONT-END SKILLS

HTML/CSS  
Git/Github  
Javascript  
Bootstrap/UI Kit

## EDUCATION

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### UX/UI DESIGN APPRENTICESHIP

Bloc | Online | 2018

### CERTIFICATE, TECHNICAL MARKETING

Startup Institute | New York, NY | 2015

### CERTIFICATE, MEDIATION

Mediation Centre | Ontario, Canada | 2010

### BACHELOR OF ARTS, PSYCHOLOGY

Pitzer College | Claremont, CA | 2007