

SUMMARY

Brooklyn-based UX/UI Designer with a people-first, iterative, and results-oriented mindset.

SKILLSET

UX/UI Design
Visual Design
Branding
Competitive Analysis
User Research & Testing
User Stories & Flows
User Personas
Information Architecture
Wireframing
Prototyping
Photography

TECHNICAL

Sketch
Figma
Adobe Creative Suite
Invision
UsabilityHub
Git & Github
HTML & CSS
Javascript

EDUCATION

UX/UI DESIGN APPRENTICESHIP

Bloc | Online | 2018

CERTIFICATE, UX/UI DESIGN

Beginex | New York, NY | 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

WORK EXPERIENCE

○ FREELANCE UX/UI DESIGNER

New York, NY | 2018-present

Branding, product design, photography

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

○ DIRECTOR OF SALES MARKETING, SALES, AND COMMUNITY EXECUTIVE

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

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 | 2010-2016

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 | 2007-2011

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.

RECENT PROJECTS

ASSEMBLE

Responsive web application

Cloud storage application that optimizes how people organize, share, and collaborate on content. Designed with Sketch. Developed desktop and mobile prototype on Invision.

BONBIDS

Redesigned the onboarding process

Gamified fundraising platform. Designed a user-tested, improved onboarding process with Figma. Group project part of Beginex.