

EXPERIENCE

UX/UI Designer

Freelance/Contract | December 2023 - Present

Impact Summary (All Projects)

- Led discovery, prototyping, and testing workflows across clients, **reducing development handoff time by 40%** and improving cross-team collaboration.
- Championed inclusive, user-centered design practices from early concept to final spec, using analytics, testing insights, and stakeholder feedback to drive decisions.
- Brought startup-level urgency and ownership to each engagement, often serving as the sole designer and collaborating directly with founders, PMs, and engineers.

Lumina Vascular Clinic - Medical Services Platform

- Redesigned the clinic's core website to streamline booking and improve retention, leading to a **150% increase in booking conversions** and **30% rise in returning users** in under 3 months.
- Conducted user research and analytics review to identify friction points, then delivered simplified navigation, clearer service hierarchies, and a more approachable interface.
- Built responsive, production-ready interfaces using HTML and CSS, enabling clean, consistent user experiences across devices.

Stoke - Wellness Tracking App (Early-Stage Concept)

- Designed an emotionally supportive fitness and nutrition app, leading to **40% higher task completion** during usability testing and a **60% improvement in IA clarity** from tree testing.
- Created wireframes, prototypes, and a flexible UI kit using Figma auto layout and components, with a planned **2x improvement in user retention** at launch.
- Applied a mindfulness-first UX approach, aligning the product tone with user values around well-being, simplicity, and psychological safety.

Seattle Sport - Physical Therapy Platform

- Led the redesign of a clinic's site with clear UX and accessible UI, resulting in **35% increase in discoverability and engagement**.
- Collaborated directly with clinicians to map user flows and surface essential care services, supporting both patient clarity and internal workflows.
- Delivered a modular Figma system and design handoff spec used to efficiently implement cross-device UI updates.

Product Designer

Reality AI Lab | Remote | November 2024 - August 2025

- Designed data-dense, AI-driven interfaces for cross-platform tools, **improving workflow efficiency by 25%** and meeting technical/functional constraints.
- Delivered developer-ready Figma prototypes with stateful components and responsive layouts, **reducing QA rework by 30%**.
- Built a scalable, WCAG 2.2-compliant UI system (typography, color semantics, responsive grid) that clarified data hierarchy and ensured consistency across applications.
- Collaborated with engineers using HTML, CSS, and JavaScript prototypes to validate and ship interactions that aligned design intent with delivery requirements.

Founding Product Designer

Flour Beast | Seattle, WA | March 2023 - October 2024

- Led product strategy and MVP design for a service-based platform, **growing the customer base by 20%** and improving margins by 10% through scalable UX flows and conversion-focused design.
- Applied product thinking and UX best practices to design and iterate on service flows that **reduced operational friction by 30%**, improving both backend efficiency and user satisfaction.
- Partnered cross-functionally across operations, marketing, and customer success to align user experience with business goals, mirroring the pace and collaboration of early-stage SaaS teams.

UX Designer (Service & Experience Design)

The Pantry | Seattle, WA | August 2021 - May 2023

- Designed and optimized service flows for culinary education, achieving a **100% booking conversion rate** and **60% increase in repeat users**.
- Partnered cross-functionally with instructors and operations to align user experience with business goals, **reducing onboarding time by 35%** and improving program completion rates.
- Applied systems thinking and human-centered design to scale onboarding and engagement workflows, laying the groundwork for digital product design.

Service Designer (Culinary Experience)

Various Companies | San Francisco/NYC/Seattle | 2014-2024

- Designed and led **end-to-end service experiences** in Michelin-level kitchens, supper clubs, and culinary classrooms, blending precision, storytelling, and sustainability.
- Partnered with regenerative farms and producers to integrate **closed-loop systems and waste reduction practices**, aligning operations with community and environmental goals.
- Applied **human-centered design principles** to craft memorable dining and educational experiences, achieving strong customer loyalty and critical acclaim.
- Transitioned these skills into UX by translating **service flows, stakeholder alignment, and systems thinking** into **digital dashboards, portals, and scalable design systems**.

SKILLS

UX & Product Design

User Flows · Wireframing · Prototyping · Interaction Design · Responsive Web/Mobile Design · Accessibility (WCAG 2.2)

Design Systems & Tools

Figma · Adobe Creative Suite · Framer · Lovable · Design Tokens · Developer Handoff

User Research & Strategy

Usability Testing · Journey Mapping · Personas · Analytics-Driven Optimization · Problem Framing

Collaboration & Communication

Cross-Functional Teamwork · Agile Environment · Design Documentation

Technical Foundations

HTML · CSS · JavaScript · Front-End Feasibility Awareness

EDUCATION

B.S. in Business Management, Concentration in Finance

Case Western Reserve University, 2011

B.S. in Accounting

Case Western Reserve University, 2011