

## EXPERIENCE

### Vanguard

*Lead UX Product Designer*

Malvern, PA (January 2023–present)

- Led UX design and strategy on user flows, wireframes, prototypes, and UI elements for Model Portfolios for mobile and web experiences, which led to over 79% task completion for 65k+ financial advisors—an increase of around 30% YoY.
- Redesigned and led UX strategy for the Roth Conversion Calculator, resulting in a 22% uptick in use by the sales team.
- Partnered with product, research, and business teams to prioritize UX efforts and translate user feedback into actionable features, improving user satisfaction scores by an average of 20%.
- Built and taught myself Adobe Analytics dashboard to incorporate user insights, creating efficiencies with product teams for data-driven decision-making to validate hypotheses.
- Led the integration of UX strategies into product roadmaps, ensuring user needs were met and project timelines were maintained, resulting in multiple successful product launches.
- Facilitated regular meetings and workshops with senior leaders to bridge the gap between product and marketing, ensuring a cohesive user experience across all touchpoints, which improved cross-departmental collaboration and enhanced the end-to-end experience for users.
- Mentored junior staff in UX design and strategy for 3 different products.

### Klick Health

*Senior Art Director*

Philadelphia, PA (June 2021–November 2022)

- Worked with diverse teams through strategy, conception, art direction, and design, focusing on all aspects of advertising campaigns—from print, web, and video to large interactive experiences. Increased campaign engagement by 170% from previous campaign.
- Developed strategic digital plans and leveraged research to resolve complex issues, ensuring that user needs and business goals were aligned, improving user conversion rates by 35%.
- Analyzed market trends and competitive analysis to inform empathetic design decisions and campaign direction, contributing to the overall success of the product, increasing market share and achieving 22% higher user engagement compared to competitors.

### Gensler

*Senior Brand and UX Designer*

New York, NY (June 2017–April 2020)

- Directed large-scale projects across multiple mediums, specializing in strategy, brand, and experience design, to create seamless user experiences and brand touchpoints for various sectors. Project success led to 5 new projects for the firm.
- Led partnership of a nonprofit project for an office-wide intern program, managing a team of 40+ interns in 7 different groups through conception and implementation.

## EXPERIENCE (CONTINUED)

### **Poulin and Morris**

*Designer*

New York, NY (July 2014–June 2017)

- Led strategy, concept, and design for projects including brand identity, print, user experience, and experiential design. Projects ranged from enterprise-wide hospitals to 1MM+ sq.ft. casinos.
- Managed the entire project lifecycle, including creating schedules, budgets, and overseeing bids, from kickoff to installation, focusing on improving project efficiency by 10%.

## TEACHING ENGAGEMENTS

### **Rutgers University; Salem County Community College**

*Interaction Design*

Camden, NJ; Carney's Point Township, NJ (2019–2024)

- Taught fundamental principles of design, development, production, and deployment of web-based digital media, as core-curriculum in the BFA program.
- Developed students' understanding of interface design, visual and communication design, user experience, web workflows, and interactive experiences, with 90% of students reporting increased confidence in their skills.
- Emphasized the dynamic nature of web design and the importance of self-initiated research, critical thinking, strategy, and ongoing learning, leading to 50% higher student engagement in class activities as compared to their other classes.
- Conducted the class as an intensive studio lab with critiques, working sessions, lectures, and discussions of professional work examples, achieving 80% student satisfaction scores.

## WORKSHOPS AND KEYNOTES

### **AIGA**

*Mentor*

Philadelphia, PA (2025)

### **AIGA**

*Senior Portfolio Guest Critic*

Philadelphia, PA (2024)

### **The University of the Arts**

*Senior Portfolio Workshop Critic*

Philadelphia, PA (2016–2021)

### **Marymount Manhattan College**

*Senior Portfolio Guest Critic*

New York, NY (2018–2020)

### **Jefferson University**

*Keynote: Brand Design Trends*

Philadelphia, PA (2018)

### **Drexel University**

*Senior Portfolio Guest Critic*

Philadelphia, PA (2018)

## AWARDS AND RECOGNITION

FiercePharma

Graphic Design USA

Interior Design Magazine

Society for Experiential Graphic Design (SEGD)

The University of the Arts