

Experience

UX, IA, Research

UX Design Consultant

June 2014 - present

- United Planet: Worked in coordination with Creative Director on UnitedPlanet.org redesign, including reframing the website's information architecture, user experience and standardizing page layout templates.
- MetaMoo Inc.: Facilitated design of early stage startup's flagship product including researching potential user groups and initial product ideation.

UX, UI, IA, Prototyping, Research, User Testing, HTML, CSS, JavaScript

UX Design Apprentice | Fresh Tilled Soil

March 2014 - June 2014

- Chosen for highly competitive apprenticeship at a leading UX design strategy agency.
- Utilized JavaScript and advanced HTML/CSS for interactive application prototyping.
- Developed user flows, information architecture and high-fidelity user interface designs for a major bank's new mobile banking application.
- Created high-level information architecture and wireframes for sports marketing strategy website.
- Conducted user testing to drive design of next-generation web app for post-secondary education.
- Designed primary navigation for education web app; assessed user goals and tasks and mapped those to proposed features. Worked with developers to gather input and ensure designs were feasible.

UX, UI, Prototyping, User Research, Persona Development, HTML, CSS, JavaScript

Product & UX Design | Startup Institute Boston

October 2013 - December 2013

- An intensive training program focused on developing the core skills in product and design, most specifically around user experience design, product development and front-end development.
- Worked with Libboo, a startup that enables authors to promote their work amongst their fans. Researched potential early adopters vs late adopters. Created surveys, conducted interviews and research. Developed personas based on project questions.

UX & Usability Analysis, Research, Writing

Web & Program Consultant | Harvard University

May 2013 - October 2013

- Assessed Harvard-designed website on homework support technical assistance targeted to after-school programs in Boston and Cambridge.
- Made recommendations for potential redesign, specifically around usability improvements.
- Developed user-centered strategy for the potential expansion of website based on user needs and goals.

Experience - continued

Strategy, Program Design, Project Management, Research, Writing, Data Collection & Analysis, Stakeholder Engagement, External Messaging, Presentations

Director, Community Impact | United Way of Massachusetts Bay
2007 - 2012

- Designed and directed early childhood initiatives based on community needs.
 - Directed \$5 million allocation process for 3-year funding cycle review for portfolio of early childhood agencies. Using evidenced-based human development research, developed strategy, priorities and key performance indicators for funding.
 - Led and developed multi-pronged statewide messaging campaign on early childhood development. Facilitated collaborative effort for messaging across Massachusetts.
 - Managed multiple collaborative projects with large institutions, such as: Harvard University, Pew Charitable Trusts and the Massachusetts Department of Early Education and Care.

Program Design, Research, Writing, Data Collection & Analysis, Presentations

Curriculum Design Consultant | Families First Parenting Programs
Graduate Research Assistant
2006 - 2007

- Researched and synthesized latest peer-reviewed literature on children and social aggression. Conducted focus groups to determine parental needs and preferences for program. Wrote and crafted research-based background overview section and framework for parenting workshop.
- Conducted an evaluation of parenting curricula to assess the use of developmental research. Synthesized findings of the evaluation and provided recommendations, which lead to a curriculum redesign.

Research & Writing

Graduate Research Assistant | Inflexxion, Inc.
2005

- Developed a leader’s manual framework for the Comprehensive Affective Training (CAT) program, a National Institute of Mental Health funded program to foster young children’s emotional intelligence and social skills. Produced the teachers’ manuals for field-testing phases of CAT program.

Project Management, Writing, Research, Graphic Design

Team Assistant, 2004 | The World Bank Group, MIGA
Sixth Grade Teacher, 2002 - 2003 | Options Public Charter School
Sales Support Associate, 2001 - 2002 | Brainstorm USA

Skills & Expertise

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| // UI Design & Wireframes | // Human development & behavior |
| // Prototyping (HTML, CSS, JavaScript) | // Research methods, interviewing/surveys |
| // IA & User Research | // Strategy & KPI development |

Education

Tufts University
Master of Arts in Child Development, May 2006

Tufts University
Bachelor of Arts in International Relations, May 2000
Minor in Art History
Honors: *Magna Cum Laude*