

EXPERIENCE

Present - Jan 2017	<div><div>Paperless Post</div><div>Product Designer (Discovery Team)</div><div>Worked as a member of the design team to help create educational and inspirational experiences with a focus on retention and new user acquisition. Designed "Education for Mobile Web" features for Q3 and saw a lift in higher user touchpoint resulting in a 73% visitor-to-creator conversion rate.</div></div>
Dec 2016 - July 2016	<div><div>Paperless Post</div><div>Product Designer (Experimental "Flyer" Team)</div><div>Worked with a PM to help define and design Planning Tools for a casual get together group chat mobile app.</div></div>
August 2015 - May 2015	<div><div>Grand Army</div><div>Visual Design Intern</div><div>Actively participated in the concept and the creating brand collateral for clients such as Nike and Tuft & Needle. Responsibilities included research, concept, execution of design work; illustrations, page layout, implementation of typographical systems, and physical design of each piece.</div></div>
August 2014 - June 2014	<div><div>Ruckus Marketing</div><div>Visual Design Intern</div><div>Researched, created and maintained content for mobile clients such as Undies.com and Selvera. Wireframed and designed banners for Ruckus's website development and landing pages.</div></div>
Jan 2011 - August 2013	<div><div>Razorfish</div><div>Ad Operations, Campaign Management</div><div>Managed and trafficked campaigns from start to finish: created and assigned ads, sent tags to publishers, gathered screenshots of live placements for client. Trained and mentored team members with the knowledge of MS Atlas, Titan and onboarding documents.</div></div>

SKILLS

<div><div>Tools</div><div>Sketch 3</div><div>Photoshop</div><div>Illustrator</div><div>After Effects</div><div>Invision</div><div>Zeplin</div></div>
<div><div>Process</div><div>User Research</div><div>Competitive Analysis</div><div>User Flows</div><div>Usability Testing</div><div>Interaction Design</div><div>Wireframing</div><div>Prototyping</div><div>Visual Design</div></div>

EDUCATION

May 2016 - Sept 2013	<div><div>School of Visual Arts</div><div>BFA Interactive & Graphic Design</div><div>Dean's List, Art Director's Club</div></div>	May 2010 - Sept 2006	<div><div>Baruch College</div><div>BA Marketing</div></div>
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