

Work Experience

Omnicell - Senior Product Designer

Nov 2021 - Nov 2023

- Directed the comprehensive redesign of a complex SaaS product space that encompassed multiple data visualization features all while dealing with broad and ambiguous requirements.
- Advocated for a clear product vision by pushing leadership for a vision, drafted a vision statement, and then sought alignment with product and engineering before designing the solution.
- Cultivated strong relationships with product and engineering teams, leveraging these connections to lead roadmap planning for future features.
- Developed and documented requirements for new design system components.
- Mentored and guided junior designers through personalized coaching, constructive feedback, and collaborative skill-building sessions.

Ford Credit - Product Designer

Jul 2019 - Nov 2021

- Managed the complete redesign of Ford Credit's customer portal, Account Manager. Employed heuristic analyses, surveys, participatory design sessions, and interactive comparison tests to refine and enhance the Account Manager experience.
- Designed and led quarterly courses for emerging product designers, covering fundamental Sketch and InVision techniques, such as creating symbols, text styles, linking to InVision, and developing clickable interactions.
- Led design thinking courses for cross-functional groups at Ford Credit, guiding users through research gathering, synthesis, prototyping, and iterative testing processes.

Ford Mobility/AV - Product Designer

Jan 2018 - Jul 2019

- Designed the initial customer website, billing portal, and email templates for Ford's no-emergency medical transportation service.
- Designed, prototyped, tested, and shipped a ridehailing app that was used by investors, journalists, and politicians to call autonomous vehicles during Ford's Miami Experience event.

Bosch - UX Designer

Apr 2017 - Nov 2017

- Conducted heuristic analyses on existing projects, identified personas, scheduled user interviews, and designed wireframes as well as high fidelity mockups for future products.
- Hosted UX Focus Talks which featured presenters from different Bosch verticals.

Greenlancer - Lead UX Designer

Jul 2016 - Apr 2017

- Created a new interface for both the external and internal facing portions of our website.
- Developed & maintained a design repository that included design elements as well as best practices to follow when designing new screens.
- Produced interactive prototypes for participatory design meetings in order to gather feedback from stakeholders.

UX Designer

Aug 2014 - Jun 2016

- Designed new features, wrote UX requirements and conducted participatory design sessions with subject matter experts.
 - Developed & executed a research plan to determine what features users wanted to see in future releases of our software.
 - Took on additional tasks such as working on a Brilliant Factory initiative to revise manufacturing lines, as well as acting as a part time advisor to the India based UX team.
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Skill Sets

UX Methods

- Affinity diagramming
- Contextual inquiry
- Paper prototyping
- Personas
- Screen flows
- Survey creation & analysis
- Usability testing
- User interviews
- Wireframing

Soft Skills

- Building cross functional partnerships
- Presenting concepts & communicating ideas
- Mentoring junior designers
- Workshop facilitation
- Developing feature roadmaps

Design Tools

- Axure
 - Adobe Creative Suite
 - Balsamiq
 - Invision
 - Figma
 - Flinto
 - Sketch
 - Qualtrics
 - UserTesting
 - UserZoom
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Education

MS in Human Computer Interaction

University of Michigan, 2014
