

Education

University of Michigan

MS in Information Science,
Human Computer Interaction
May 2014

UX Methods

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

Tools Used

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

Work Experience

Product Designer

🏢 Ford Credit 📅 July 2019 - Present

- Primary designer working on Ford Credits customer portal, Account Manager. Responsible for performing heuristic analyses, designing and performing usability testing to acquire feedback on potential designs.
- I lead quarterly courses targeted towards up and coming product designers where they learn about basic Sketch & Invision techniques such as symbols, text styles, linking to Invision, and developing clickable interactions.
- Taught design thinking courses to multifunctional groups from Ford Credit which teach users how to gather research, synthesize research in order to identify common themes, construct prototypes based on those themes, and then test and refine those prototypes.
- Currently leading the redesign for Account Manager, which includes sending out surveys, holding participatory design sessions, and conducting interactive comparison tests between our existing and proposed designs.

Product Designer

🏢 Ford Mobility/Ford AV 📅 January 2018 - July 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.

UX Designer

🏢 Bosch 📅 April 2017 - November 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.

Lead UX Designer

🏢 Greenlancer 📅 July 2016 - April 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.

UI/UX Designer

🏢 GE Oil & Gas 📅 August 2014 - June 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.