

SQUARE, PRODUCT DESIGNER

JAN 2022 - PRESENT

- Led design strategy for Square Online Monetization team accounting for \$4.4M or 17% of annual revenue.
- Increased SaaS conversions by 27% through Free Trials design and strategy
- Enabled migration for 35.3 million Weebly users accounting for \$22.3M annual SaaS revenue.

NEXT, FOUNDER

SEP 2020 - PRESENT

- A creative studio helping companies build better products in less time, with lower costs and higher profitability.

PAYPAL, UX DESIGNER

MAY 2018 - JAN 2022

- Led design and strategy of multiple initiatives for PayPal Commerce Platform Onboarding and Activation, PayPal Marketing Solutions and PayPal Shopping portfolio.
- Improved onboarding completion and product activation rates by 12%, Marketing Solutions retention rates from 60% to over 80%, and recovered \$12M+ in TPV.

MOODY'S, PROJECT COORDINATOR

SEP 2015 - SEP 2017

- Planned and coordinated product development and releases
- Streamlined organizational processes, like budgeting, resources, recruitment, and more with senior management

RUTGERS UNIVERSITY

SEP 2011 - MAY 2015

Bachelor in Communications

SKILLS

Design Strategy
UX/UI Design
Product Design
E2E Design
Responsive Design