

UX EXPERIENCE

FedEx, UX Designer

August 2021 – current, Amsterdam, Netherlands

- Designed company's first E-Commerce integration product with shipping, cutting label creation time by 75%
- Validated needs for through quantitative and qualitative data – unmoderated surveys, interviews, Glassbox

ERIKS Digital, UX Designer

August 2019 – 2021, Amsterdam, Netherlands

- Collaborated closely with developers and product owners to develop user-centered mobile and desktop designs across 6 products in 7 different countries in a B2B environment, working in sprints
- Pushed for and led company's first user test with external businesses; findings used to design and develop the new checkout process and product detail page. New designs for PDP led to 15% more add to cart
- Validated needs for both business and for 90,000 customers through quantitative and qualitative data – surveys, interviews, A/B tests, usability tests, unmoderated remote testing, remote testing, prototypes.
- Strategized with internal stakeholders and clients to turn complex industrial processes into simple online guided buying tools for customers
- Worked side by side with Marketing team to ensure good user experience started even before a customer was onboarded
- Created company's first ever User Research Library

ZenMap, Freelance UX Designer

Dec 2018 – Aug 2019, Remote

- Designed both low fidelity and high-fidelity userflows and prototypes for desktop and mobile
- Created personas and journey maps from over 100 user interviews
- UX review and changes led to a 9.8% increase in returning users and an increase of almost 2 minutes in user time
- Invited to 3rd round of Techstars Detroit Accelerator program

Project Management Experience

AVAC, Project Manager

September 2014 – November 2018, New York, New York

- Organized and co-led a series of focus groups in Zimbabwe, Kenya, South Africa and Uganda that increased research literacy by over 70% and empowered adolescents to speak and communicate their needs and questions about a product to researchers
- Enhanced research trial process by organizing and facilitating dialogues between various stakeholders to discuss issues and needs of a new biomedical product
- Analyzed, monitored and disseminated HIV prevention media to help inform messaging for over 20 nonprofits and governmental organizations
- Mentored young women and fellows in African countries to influence country HIV programs

EDUCATION

Johns Hopkins University

BA International Studies, 2011

Masters in Public Policy from Bloomberg School of Public Health, 2014