

## Education

### **Northwestern University – McCormick School of Engineering**

2016 - 2018 (expected)

Master of Science in Product Design & Development Management

- Developing an IoT (Internet of Things) hardware product to help new parents stop fighting and start sleeping.

### **Cornell University**

Bachelor of Science in Communication (Media Studies & Information Technologies), Minor in Computing In The Arts

## Professional Experience

### **4Degrees – Chicago, IL**

Nov 2017 - Feb 2018

*Senior Product Designer*

- Improved platform engagement by designing interaction models and prototypes for an artificial intelligence system that seamlessly fit within the VC/PE user's workflow. This expanded the experience outside the core app to include a Gmail plugin (available as a Chrome extension) and transactional reminder emails.
- As Voice of the Customer, regularly conducted contextual inquiry interviews with a potential customer base made up of venture capitalists and private equity investors. Synthesized observations hand in hand with the CEO and reported insights together to the rest of the team on a weekly basis.
- Led an agile design strategy enabling our pre-seed startup to pick up paying customers pre-launch.

### **Curiosity – Chicago, IL**

Aug 2016 - Oct 2017

*Principal UX & UI Designer*

- Enhanced Curiosity on iOS, Android, and responsive web with a stickier user experience, earning 5-star reviews from ~75K users, and consequentially featured in their respective app stores. Doubled engagement duration and repeat visits. Experience pulled in over 7 million views monthly.
- Designed conversational interfaces for chatbots shipped on Amazon Alexa, Skype, and Facebook Messenger. Within six months, Alexa app had over 135K users with ~50% retention. Feature placement in Amazon Alexa Skills store, Skype bot directory, and *Chicago Tribune*.
- Installed design thinking and development cadence within a rapid-pace, fast-growing startup environment by negotiating thematic sprint packages with leadership and engineering.
- Standardized a robust graphic design process for the content team to statistically separate signals from noise.

### **Nativ – Chicago, IL**

Aug 2015 - Aug 2016

*Lead Product Design & Research*

- Led quarterly research projects and communicated actionable insights that ultimately resulted in a more refined product value proposition, laying the design groundwork for the following company iteration.
- Managed UX research interns remotely and on-site. Conducted regular design research projects including one-on-one interviews, usability tests, and surveys.
- Developed high-fidelity interactive prototypes for research projects and engineering specifications.
- Additionally, designed product marketing materials and an internal content management system.

**F# – New York, NY***Aug 2014 - Aug 2015**User Experience Designer*

- Standardized interactive ad units across Spotify's freemium platform by leading the UX specification for F#'s Stencil ad product line, created for use inside Ad Studio, a music ad platform eventually purchased by Spotify in 2017.
- Conducted design research with in-house project and account managers for internal software tool development.
- Team's work nominated for the MediaPost OMMA Award in Online Advertising Creativity for our Sense8 interactive music map, created in partnership with Spotify, MEC, and Netflix.
- Developed internal admin tools for campaign management.

**MegsRadio.fm – Ithaca, NY***Apr 2013 - June 2014**Lead UX/UI Design & Research*

- Obtained 1,500+ users within two months of shipping our personalized local music web application.
- Coordinated user research and usability tests to produce qualitative and quantitative findings for published report and presentation at the 2014 ACM CHI Conference on Human Factors in Computing Systems (SIGCHI) in Toronto.
- Full ethnographic immersion with target users to communicate empathy for the local music scene, delivering a clearer product vision and value for a team of student developers to execute on.

**Cornell Music Cognition Lab – Ithaca, NY***Jan 2012 - Mar 2013**Researcher*

- Research published in *Psychological Science* and earned widespread media attention in major news outlets.
- Designed a survey experiment examining the music, relationships, emotions, and memories associated with pop music over the past century.

**Cornell Interaction Design Lab – Ithaca, NY***Nov 2011 - Nov 2012**Research Assistant*

- Research efforts published in the *Journal of Information Technology & Politics*.
- Conducted user research activities, including one-on-one and group interviews, qualitative coding, and analysis.

**Publications**

"Using Personalized Radio to Enhance Local Music Discovery"

ACM SIGCHI Conference on Human Factors in Computing Systems, April 2014

"Broadening Exposure, Questioning Opinions, and Reading Patterns with Reflex: a Computational Support for Frame Reflection"

*Journal of Information Technology & Politics*, February 2014

"Cascading Reminiscence Bumps in Popular Music"

*Psychological Science*, October 2013