

## Education

**Northwestern University - McCormick School of Engineering**

2016 - 2018

Master of Science in Product Design & Development Management (mpd<sup>2</sup>)

- Developed a smart baby monitor that helps new parents get some of their much-needed sleep back (patent pending).
- Managed the development of an app that utilized computer vision to analyze baby poop and alert parents if they should call their doctor.

## Professional Experience

**Premera Blue Cross Blue Shield - Mountlake Terrace, WA**

Sep 2018 - Present

*Customer Experience Design Strategist, Innovation Development & Strategic Investments*

- Identifying emerging use-cases, defining and narrowing down future product use cases & features via concept creation and experimentation
- Planning and executing ongoing design thinking workshops with employees
- Identifying potential investment opportunities by conducting competitive landscape reviews and initiating potential partnership conversations with startups
- Defined the innovation process for the Premera Test Kitchen
- Developed a collaboration platform for employees to share ideas, concepts & research across the company
- Collaborating with the Voice of the Customer team to align business decisions with the user experience to be produced

**Amazon Alexa Accelerator, powered by Techstars - Seattle, WA**

July 2018 - Oct 2018

*Design Associate*

- Supported 9 startups focused on voice technology & business use cases for retail shopping, science labs, commercial building operators, STEM education for kids, appointment booking, accessible technology, and more.

**4Degrees - Chicago, IL**

Nov 2017 - Feb 2018

*Senior Product Designer*

- Led a lean design strategy enabling our pre-seed startup to pick up paying customers prior to official launch.
- 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.
- 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.

**Curiosity - Chicago, IL**

Aug 2016 - Oct 2017

*Principal UX & UI Designer*

- 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*.

- 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.
- 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.