



Prophia – Senior Product Designer

May 2018 – Current | Lease management platform for the Commercial Real Estate

Sole & founding designer, employee #2, and key member at startup's earliest stages. Helped drive original problem space research and validation; designed & worked in tandem with CPO to spec original MVP features; had to make critical IA/UX decisions using minimal data; designed all of company's branding. To this day, I am the sole IC, responsible for the design of the entirety of the platform, including all customer and internal-facing functionality. I frequently serve as PM, owning project requirement definition and release stage planning. I also manage a recurring evaluative research program with customers (including some of the largest commercial property owners in the world) to validate product ideas and generate insight for the product roadmap.

Socrata (Tyler Tech) – Product Designer

Jan 2017 – May 2018 | Data management & publishing platform for all levels of government

Primary designer for Socrata's new major product initiative—an internal data sharing platform specifically for government; conducted generative & evaluative research to help determine MVP deliverables; massive coordination effort to adapt existing platform UX to meet new requirements. My work toward this MVP directly contributed to company's ability to be acquired by Tyler Tech.

Designed Socrata's state-level financial transparency product, directly enabling the closing of Socrata's highest ARR deals.

BookingSuite (Booking.com) – User Experience Designer

Feb 2015 – Jan 2017 | Digital marketing & property management software for hotels

Primary IC designer for both of BookingSuite's major new product offerings: a hotel website CMS and a property management product. My role encompassed the entire product lifecycle, including generative research, requirement definition, prototyping, working with developers throughout build process, and employing evaluative user testing methodologies i.e. IA tree-testing, first-click analysis, and moderated eye-tracking usability sessions.

After a strategic pivot, I led the design for integrating the above products into Booking.com's existing B2B platform with a reach of over 20 million hotels.

PitchBook Data – User Experience Designer

Feb 2014 – Feb 2015 | Venture capital & private equity data analytics platform

On this small product team, I served as IC, PM, and manager for two other designers. IC work consisted of interaction design for new platform features, including improving the platform's primary search functionality, core data visualizations, and platform-wide LinkedIn and Excel integrations.

Optimal – User Experience Designer

Jun 2012 – Feb 2014 | Lead-generation & affiliate marketing company in the online education space

Conducted competitive & SEO research to plan new site content and features; designed site architecture and user flows; measured user engagement & conversion metrics, implemented designs in clean and responsive HTML/CSS; mentored more junior designers; resolved bugs and optimized site performance.

Whitman College

2004 – 2009 | B.A. in Philosophy, minor in Politics; Graduated Magna Cum Laude