

## Skills

Strategy & Research  
Design Thinking  
Market & Competitive Analysis  
User Research  
User Journey  
Content Strategy  
Product Roadmap

## Design

Atomic Design  
Participatory Design  
Wireframing  
Prototyping  
Interaction Design  
Visual Design  
Data Visualization

## Implementation

User Stories  
Agile/Scrum  
DevOps  
Product Management  
Project Management

## Tools

Adobe Creative Suite  
Sketch  
Axure  
Invision  
HTML/CSS  
SQL  
Jira/Atlassian

## Education

Columbia University  
Mailman School of Public Health  
Candidate for Master of Public Health  
Dean's Scholar

University of Pennsylvania  
Bachelor of Arts  
Health Management and Finance, Biology

## Work Experience

### Senior Experience Designer

IPG - Hill Holliday Health | New York, NY

April 2017 - Present

Project	Impact
<b>DTC cardiovascular drug</b> <a href="http://www.xarelto-us.com">www.xarelto-us.com</a> <a href="http://www.clotwise.com">www.clotwise.com</a> Janssen Pharmaceuticals	Introduced the value of user research and delivered first user research session Implemented atomic design and a new design system for the client. Enabled client to adopt scalable design practices for the future. Identified digital strategy and built three-year product roadmap Managed team of creatives and developers to deliver a 100+ page website with new personalized user journeys by indication. Defined the content strategy, information architecture and wireframes. Won DTC Best Engagement Program in 2019
<b>DTC diabetes and renal drug</b> <a href="http://www.invokana.com">www.invokana.com</a> Janssen Pharmaceuticals	Managed creative and development teams in a digital relaunch for a new indication. Defined the sitemap, information architecture and wireframes. Led the development of new digital assets and design system based on new branding direction
<b>DTC psoriasis drug</b> <a href="http://www.cosentyx.com">www.cosentyx.com</a> Novartis Pharmaceuticals	Guided stakeholders to transition to a human-centered strategic mindset. Coached client on setting a digital vision and strategy for the brand. Introduced the value of user research and delivered first user research session Developed content strategy, site map, information architecture and wireframes for a new personalized experience based on disease-specific user journeys Introduced and embedded atomic design and a new design system for the brand Managed new CMS as administrator and editor
<b>Ankylosing spondylitis patient education</b> <a href="http://www.monsterpain.intheas.com">www.monsterpain.intheas.com</a> Novartis Pharmaceuticals	Defined the digital and content strategy for an unbranded ankylosing spondylitis (AS) health education website Created the site map, information architecture, wireframes and interactive quiz 127K+ quiz completions to date to help individuals identify inflammatory back pain Work mentioned on MSNBC, Parade, People and other media outlets
<b>Lung cancer screening education</b> <a href="http://www.savedbythescan.org">www.savedbythescan.org</a> American Lung Association and Ad Council	Led a team of content strategists, designers and developers to deliver a health education website for new lung cancer screening method Developed wireframes and prototypes to communicate design strategy across business stakeholders 31,000+ quiz completions to date to get screened for lung cancer Work mentioned in Time Health, Huffington Post and other media outlets
<b>Health insurance customer activation</b> <a href="http://www.gethapi.org">www.gethapi.org</a> Harvard Pilgrim Healthcare	Managed design delivery across creative, production, development and client partners to reinvigorate a classic brand Created the content strategy, site map, information architecture, user journey and wireframes Produced content as CMS administrator and editor Increased engagement by 3% post launch

### Senior Associate

PwC Advisory | London, UK New York, NY

August 2012 - April 2017

Project	Impact
<b>PwC Digital</b>	Specifically hired as one of the first team members in PwC UK's new Customer and Emerging Technology practice because of unique combination of customer strategy and digital expertise Grew the team to over 70 individuals over the course of 2.5 years
<b>Private Health Insurance</b>	Assessed and improved campaign operations for the largest private health insurer Led user research interviews, process mapping and employee performance data analysis Created new processes for marketing operations with £1.3 M savings from identified efficiencies