

# Build Tomorrow Today.™

## Toolset

**Figma** (Design)

**Atom** (Code Editor)

**Hyper** (Code Terminal)

**Github** (Git)

**JIRA** (Agile)

**Confluence** (Docs)

**Mode** (Data)

## Skills

**Product Management**

**Product Design**

**Software Engineering**

**Data Analysis**

**Business Strategy**

## Education

**University at Albany,**

English + Journalism

**CUNY Journalism,**

Beat Business Program,

Tow-Knight Center for

Entrepreneurial Journalism

## Misc

**NYU Visiting Lecturer,**

"The Strategy of Design,"

Master of Science in

Publishing: Digital & Print

Media

## Press

**WSJ**, AD Pro (2019)

**Cheddar**, Glamour (2019)

**Digiday**, Golf Digest  
(2018)

**Digiday**, GQ (2017)

## Product + Design Leader in the intersection of software & media.

Built numerous revenue-generating media products, led design and engineering teams, helped create and scale a universal design system for the most renowned media brands in the world, designed mobile apps & enterprise software for startups. ∞ Passionate about the future of media which I've been obsessing over for 10+ years.

## Product Development Consultant

*Apr 2019 - Present*

- Helping software teams on **product, design, strategy, and operations**
- Led design & engineering in refactoring + scaling a design system to new products
- Assist with product strategy, roadmap prioritization, and user testing practices

## Senior Product Designer, Condé Nast

*Mar 2018 - Apr 2019*

- **Team Lead, Design System.** Led design/strategy/ops to serve 120M+ global readers
- **Product + UX, AD Pro.** Launched Architectural Digest's new membership site **PRESS**
- **Lead Designer, Homepages.** Led design for all of Condé Nast's homepages **PRESS**
- **Acquisition + Engagement.** Created a habit-forming framework for building products

## Product Designer, Condé Nast

*June 2016 - Mar 2018*

- **Golf Digest Schools.** Led UX for new instructional video subscription product **PRESS**
- **GQ Galleries.** Designed + prototyped major content type with new revenue features
- **GQ Best Stuff Newsletter.** Designed new commerce email newsletter **PRESS**
- **Golf World.** Designed UX for a relaunch of a historic sports magazine
- **Golf Digest.** Designed information architecture for expansion into new verticals
- **Experience Platform.** Designed proof-of-concept of a multibrand design system
- **Brides Inspiration Gallery.** Designed UX, prototypes & information architecture

## Product Designer, Apploi

*Aug 2015 - Feb 2016*

- **Job Search Mobile App.** Designed UX + visuals of a hypercontextual job search app
- **Job Search Web App.** Designed UX, led design sprints, user testing, and iteration
- **Enterprise Web App.** Designed UX of product used by GrubHub, Panera, H&M, etc.

## Product Associate, Bespoke

*March 2014 - Aug 2015*

- Designed, created, and established entire customer support/knowledge base system