

Build Tomorrow Today.™

Skills

Product Design
Product Management
Business Strategy
Software Engineering
Operations

Toolset

Figma (Design)
Atom (Code Editor)
Hyper (Code Terminal)
Github (Git)
JIRA (Agile)
Confluence (Docs)
Mode (Data)

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