

Build Tomorrow Today.™

Skills

Product Design
Product Management
Front-End Development
iOS Design + Dev
Strategy + Operations

Toolset

Figma (Design)
Principle (Prototyping)
Atom (Code Editor)
XCode (Mobile)
Hyper (Code Terminal)
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,
 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 Lead building industry-transforming software.

∞ Built numerous revenue-generating 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 deep tech, complex systems, and the future of media.

Independent Product & Design Lead + Consultant

Apr 2019 - Present

- Led design & dev teams in scaling a design system and optimizing their build process
- Helping startups with product strategy and establishing their user testing practice

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 + launched new commerce 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