

Build Tomorrow Today.™

Skills

Product Design

Product Management

Strategy + Operations

Basic Programming

Data Analysis

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