

Design The Future With Soul.

Toolset

Figma (Design)
Principle (Animation)
VS Code (Code)
Hyper (Terminal)
Github (Git)
JIRA/Clubhouse (Agile)
Confluence/Notion (Docs)
Looker/GA (Data)
Hotjar (Heatmaps)
Treejack/Chalkmark (UX)
Usertesting (UX)
 + many others

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 Lead passionate about software, strategy, & design management. Managed & led designers, built numerous multi-million dollar digital businesses from scratch, and helped create a global universal design system for an audience of 120 million MAU. ∞ Always a designer and technologist at heart so I still like to design and code things.

Founder & Design Consultant, Feel Eternity 2021-Present

— Consulting design leaders in discovery, research, product strategy, & design systems

Lead Product Designer, Cove by Thirty Madison 2020 - 2021

— First in-house product designer and design manager. Led all design efforts in strategic planning, conversion, retention, partnerships, and design systems. Started the design team and consulted in building out the supplement / non-prescription business.

Senior Product Designer, Condé Nast 2018-2019

— **Universal Design System.** Led design team serving 120 million+ monthly uniques
 — **Architectural Digest Pro.** Product + UX for AD's new membership product **PRESS**
 — **Homepages.** Led design + architecture for all Condé Nast brands' homepages **PRESS**

Product Designer, Condé Nast 2016-2018

— **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 2015-2016

— **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 & Design Associate, Bespoke 2014-2015

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