

# 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