



## LEAD PRODUCT DESIGNER

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Exceptional leadership, critical thinking, and creative design talents leveraged to create engaging user interface/experience (UI/UX) and product design strategies.

Proven success translating design requirements and producing beautiful, customer-centric design to solve complex problems. Skilled in leading creative/technical teams as well as collaborating cross-functionally to build consensus and ensure benchmarks, deadlines, and budgets are met. Talent for executing product development processes and delivering valuable end-user business outcomes.

### Areas of Emphasis

- Customer-Centric Experiences
- Design Research / Solutions
- Product Development Processes
- Design System Management
- Prototyping / Wireframing
- Team Management / Collaboration
- User Experience (UX) Design
- User Persona Creation
- User Interface (UI) Design
- Visual Communications

## PROFESSIONAL EXPERIENCE

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### Holland Design, DBA - New York, NY

#### Freelance Designer | 2016 to Present

Oversee client design needs; develop branding/marketing strategies; start-up and small business consultation; web hosting and development support.

Establish client needs and design website/mobile application. Integrate business/industry specific requirements and develop brand strategy and marketing collateral. Consult on creation of businesses and operation on a small scale.

- Recent clients include: TARGET PharmaSolutions, Seamless Payments, and Author Sarah Kozloff.

### SoulCycle - New York, NY

#### Senior Product Designer | 2018 to 2019

Efficiently led project user experience (UX) and user interface (UI) designs; managed team workflow; led creation of a design system across multiple platforms.

Served as Design Lead and oversaw all website-based projects. Translated project requirements into appropriate design solutions. Created user experience flows and user interface designs and integrated into new user acquisition campaigns. Led team operations and productivity for ten designers. Supported team design initiatives and activities.

- Improved account creation conversion rate by creating effective customer-centric experiences
- Led website homepage redesign initiatives

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## **SALIDO - New York, NY**

### **Senior Product Designer | 2016 to 2018**

Oversaw design development and implementation plans; created company system and management applications.

Established a company-wide design language by implementing initiative plans and overseeing development process. Designed complex web based labor management and reporting tool and established guidelines and best practices. Assisted in the development of point of sale (POS) and management applications.

- Optimized productivity workflow by creating a user-friendly, robust reporting system
- Oversaw company design system development initiative

## **Karhoo USA - New York, NY**

### **Multidisciplinary Designer | 2016**

Directed mobile application and marketing collateral design activities for US operations.

Led consumer mobile application UI/UX design initiatives. Designed digital/print marketing materials. Collaborated with creative/technical departments. Integrated user requirements.

- Recognized as department leader for completing designs for UX workflows and print/digital marketing materials.

## **Relationship Science - New York, NY**

### **Product Manager/Designer | 2013 to 2015**

Worked with developer and QA teams and created requirements and designs for applications, tools, and system integrations.

Oversaw design, managed developer teams, facilitated ideation sessions, and designed unique concepts. Created iOS applications, web based tools, and various customer relationship management (CRM) integrations. Maintained company/industry knowledge and best practices.

- Served as Product Manager, UI/UX Designer, Team Lead, and Quality Assurance Specialist.

## **EDUCATIONAL BACKGROUND**

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**Bachelor of Science in Business Management & Design, Innovation, and Society, 2012**

Rensselaer Polytechnic Institute, Troy, New York

## **TECHNICAL PROFICIENCY**

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**Tools** Sketch 3, Adobe (Illustrator, InDesign, Photoshop, Premiere Pro), Principle, InVision, Proto.io, Zeplin, Abstract, JIRA/Confluence, GitHub, HTML, CSS

**Design** User Interface (UI) Design, User Experience (UX) Design, Prototyping, Design Thinking, User Research, Product Management, Quality Assurance