

## Experience

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### Embed Financial Technologies

#### Product Lead (UX)

September 2021 - Current

Partnered with a cross discipline team (executive, operations, compliance, finance, and engineering) to define, prioritize, manage, and deliver web/UI product features and corresponding roadmap that resulted in an acquisition from FTX.US in July 2022.

Successfully directed and launched an internal back/middle office portal that managed over \$23 million in trade volume in the Q4 2022.

Defined and implemented a highly effective web presence that drove significant growth and yielded the conversion of 5 large-scale clients.

Established a web-based UI Design System used throughout all front-end products that increased consistency, build velocity, and number of production deployments.

#### Lead UX/Frontend Engineer

July 2020 - September 2021

Architected, designed, built, and launched web/UI software leveraging modern, scalable technology used to secure \$20 million Seed and \$60 million Series A funding rounds.

Collaborated with the executive team to create key product visions, milestones, roadmaps, prototypes, and software to receive FINRA, DTCC, Nasdaq approvals required for public launch.

Founded, scaled, and managed the front-end and design teams.

### Acorns

#### Senior Software Engineer

October 2019 - June 2020

Principal front-end engineer for the Smart Deposit product.

Released Smart Deposit successfully with zero incidents and over 10% customer adoption over the first month of release.

Redesigned, refactored, and released the Found Money Chrome Extension plugin that yielded a significant increase in Earn (also known as Found Money) users and transactions.

Successfully piloted the implementation of micro-frontend, web-based technologies within the native client (iOS and Android) application environment.

## Skills

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### Design

UX // UI // Visual // Graphic

Javascript

Typescript

CSS

HTML

Node.js

React

Redux

React Native

Storybook

GraphQL

Express

D3

Jest

API Driven Product Design

Design Thinking

Team Leadership

Mentoring

## Tools

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Adobe Creative Suite

Figma

Sketch

Atlassian Suite

Notion

InVision

Github/Bitbucket

Docker

Postman

## Yorkshire Interactive

Senior Frontend Engineer

February 2018 - October 2019

Architected, built, and maintained software in an agency with expertise in fintech, non-profit, and enterprise products.

Partnered and collaborated with start-up to enterprise client leadership to realize business goals and deliver secure, scalable software solutions.

Notable clientele: Bill and Melinda Gates Foundation, BatchGeo, Vibe Vans

## Graybox

Frontend Engineer + UX Designer

March 2016 - February 2018

Member of the Applications development team specializing in building data-driven full-stack web applications in an agency environment.

Created user experience strategies for a wide array of clients via UX user personas, journey maps, wireframes, and visual designs.

Notable Clientele: Siemens, Gigaphoton (Komatsu)

## Levelwing

Web Designer + Developer

May 2014 - March 2016

Created UX/visual/graphic design for websites, web applications, brand creation, and product design in a marketing agency focused on sales and customer conversion/retention.

Full-stack development in an array of digital domains: websites, CMS, marketing display ads, social platforms, data-driven dashboard applications.

Notable Clientele: Bridgestone, Big Green Egg, Burt's Bees, The New Primal

## Education

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### College of Charleston

Bachelor of Arts - Computer Science + Studio Art

2006 - 2011

Contributor to CS Capstone, Common Lisp integration into the Java Virtual Machine.

Studio Art concentration in Printmaking.