

Over 9 years of experience at IBM shipping **enterprise software** solutions. Specializing in fostering cross-functional teamwork, uniting diverse teams to achieve cohesive and impactful product experiences. **Strong technical background**, allowing for effective collaboration with developers.

RELEVANT EXPERIENCE

Mar 2023
Present
New York

Lead User Experience Designer, IBM CIO Design

- **Gen AI Experience** » Integrated AI tools into IBM's work processes. Automating day-to-day manual tasks for developers, consultants, and sales teams, **reducing time** spent on routine activities.
- **Designing at Scale** » Overhauled internal metrics dashboard, enhancing accessibility of key metrics, allowing the team to identify UX improvements and **decreasing in response time** to user complaints about their tool.
- **Research Advocacy** » Employed strategies for continuously collecting feedback across a variety of internal teams. User insights gleaned from this feedback gave teams clear direction, enabling them to **increase NPS across 150+ products**.

Jun 2018
Mar 2023
New York

User Experience Designer, IBM CIO Design

- **UX Design at Scale** » Piloted the migration of over 100,000 IBM employees to a new email client. This initiative **reduced productivity downtime** by providing clear education and timely communications, impacting employees across multiple regions.
- **Data Visualization Design** » Redesigned the sales plan tool to enhance clarity around compensation structures, **increasing comprehension** of sales quotas and incentives, improving the sales team's performance and motivation.
- **0 to 1 Product Design** » Designed and launched an internal Slack tool to resolve common IT queries, **increasing the containment rate** and freeing support agents to tackle more complex issues.

Aug 2016
Jun 2018
New York

User Experience Designer, IBM Watson & Cloud Platform

- **Service Design** » Mapped the Bluemix (Cloud platform) developer experience and created a service blueprint, **building consensus** across product teams. **Improved the click-through rate** on IBM Cloud marketing pages through heat map analysis. Enhanced documentation and introduced a trial option based on competitive analysis, **reducing the time** and barriers to **entry for setting up** a blockchain application.

Core skills and tools: wireframing, prototyping in Figma, Sketch, Adobe Creative Suite, user interviews, usability testing, survey writing, basic Python, HTML, CSS, accessibility troubleshooting, using and creating new patterns for design systems in an enterprise setting. Leading design workshops. Digital transformation in legacy tools.

EDUCATION

Jan 2011
Apr 2016
Waterloo

Bachelor of Arts, Honours, Co-op

Honours Psychology, Cognitive & Computer Science Minor
University of Waterloo, Waterloo, ON Canada