

WORK EXPERIENCE

Product Designer *Stagwell Marketing Cloud*

April 2023 - Present

- Saved designers up to 10% of their time by leading the creation of a design system, which included determining priority, conducting best practice research, and collaborating with each different product and development team for a SaaS company with three business units and eleven distinct product offerings.
- Built a refreshed color palette that aligns closely with the company's new brand identity and is accessible to all users per WCAG accessibility standards by following the principles of color theory, learning about Perpetually Uniform Color, and working in LCH and OKLCH color spaces.
- Designed a dashboard page for clients to view relevant information quickly, access critical data, update permissions, and request demos for any or all eleven Stagwell Marketing Cloud product offerings.
- Collaborated closely with branding, product heads, and developers to create a style guide for any future or existing partners to follow. Designed conceptual product illustrations correctly representing the current and future SMC products, updated the SMC logo, and applied new spacing rules while aligning with the new brand identity.

Product Designer *Classify*

September 2021 - December 2022

- Doubled weekly app engagement and increased monthly user retention by 50% for a SaaS company by collaborating on design initiatives for new features, concepts, and functionality.
- Identified and designed a feature to help product managers quickly and easily collate notes in meetings within their calendar through leveraging market and user research, prototyping, and collaborating with product partners.
- Saved the product team 10 hours each week by designing, testing, and shipping an onboarding flow and added key components to the design system to streamline adding users to the beta app.
- Designed mid-fidelity wireframes with information architecture, user segmentation, project management, and business metrics in mind. Designed prototypes using Figma, Sketch, Miro, and Figjam in an Agile work environment.
- Created production-ready deliverables built within the existing design system. Worked closely with engineers to conduct usability studies and QA testing and led the design handoff
- Led discovery efforts by designing research studies, such as concept tests, usability tests, and desirability tests, to understand the target customers' pain points and behaviors. Led a quality assurance test in close collaboration with the dev team to ensure the existing web application was built to the tested design specifications.

UX Researcher *Prifina*

January 2021 - May 2021

- Conducted UX research methods to gain a deep understanding of developer pain points to help them navigate the SaaS database. Designed user flows that simplify and distill down complex actions into usable interfaces.
- Performed user segmentation and recruited users by building a clear content strategy in collaboration with a UX copywriter. Leveraged Facebook ads and analytics to collect insights and conducted A/B testing for various campaigns
- Led user interviews with developers to analyze and synthesize continuous discovery research for qualitative and quantitative outcomes to help determine and prioritize new features.
- Collaborated with product managers, researchers, and key stakeholders to create design roadmaps. Utilized Figma, Miro, Canva, and Adobe Illustrator.

Product Designer *Hack for LA*

January 2021 - March 2021

- Conducted exploratory research and a research audit to find gaps in existing research, such as possible financial impacts of the overall project for individuals and investors.
- Designed a remote contextual inquiry plan to understand user pain points better and adhere to COVID restrictions. Conducted user interviews, synthesized findings, translated them into actionable insights to understand the quantitative impact, and developed prototype demo.

Product Designer *Lift and Shift Foundation*

July 2020

- Led a team of 3 UI designers to update the client's website to attract new members, volunteers, and donors. Increased return users by 15% and membership by 10% on a month-to-month basis.
- Built high-fidelity wireframes with Sketch, used InVision to create interactive prototypes, and created a design system using InVision DSM.
- Planned and ran desirability and usability tests of high-fidelity prototypes on the foundation's target audience members.

SKILLS

Design Systems, Perpetually Uniform Color, Wireframing, Prototyping, Quality assurance, Journey Mapping, High-Fidelity UI, Concept sketching, Continuous discovery, User Interviews, Exploratory research, Competitive analysis, Assumption mapping, Journey mapping, Concept testing, Undermoderated studies, Contextual inquiry, Quantitative and qualitative analysis, Stakeholder meetings, User interviews, CSS, HTML, Javascript, Webflow

EDUCATION

Flatiron School, UX/UI Design Certificate Program. 2020
Institute of Culinary Education, Culinary Career Program. 2018
Smith College, Picker Engineering Program 2013-2014