



CONTACT

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🏠 New York, NY

SKILLS

Spanish (Fluent)

SOFTWARE

Sketch

Figma

InVision

Zeplin

Adobe Creative Suite

Wordpress

HTML/CSS

SOFT SKILLS

Design Operations

User Research

Research Synthesis

Prototyping

Wireframing

Journey Mapping

Emotion Mapping

Design Systems

Group Facilitation

Information Architecture

EDUCATION

M.A. CREATIVE BUSINESS LEADERSHIP

Expected graduation Dec. 2023

Savannah College of Art & Design

Remote

B.S. INFORMATION MANAGEMENT & TECHNOLOGY

SECOND MAJOR: ENGLISH

LITERATURE

2017

Syracuse University

Syracuse, NY

I have years of experience designing B2B SaaS and internal systems products from end to end, implementing design systems, conducting user research, and facilitating cross-functional design workshops including stakeholders.

EXPERIENCE

PRODUCT DESIGNER

Ogilvy (Client: IBM) | March 2021 - Present

- Own and lead projects from end to end In collaboration with Product Owners
- Conceptualize and iterate on user flows, prototypes and high-fidelity designs while making design decisions alongside a cross-functional team of researchers, designers, project managers, and developers
- Collaborate with developers and tech partners to collaborate on design solutions
- Synthesize and refine qualitative and quantitative data into visually depicting stories that are understandable and impactful to clients, stakeholders, and end users
- Manage files and prototypes through Sketch, Abstract, and InVision
- Strategize In collaboration with design team and client team to ensure efficient design to development handoff

PRODUCT DESIGNER

Apploi | Sep 2019 - March 2021

- Own our Core pillar's design projects from end to end and support Product Managers in making product roadmap decisions
- Conduct user interviews with recruiters and job seekers to identify pain points in their workflows and ideate solutions within the web application
- Facilitate cross functional design workshops including stakeholders
- Conduct usability tests with recruiters and job seekers to validate or invalidate design decisions
- Build prototypes with detailed specifications for developer hand-off using Figma, InVision, and Zeplin
- Audit and establish a design system throughout the web application to ensure consistency
- Co-leading product redesign project, currently in the Information Architecture research phase, to ensure our product is meeting the best usability standards for our users and helping them be more efficient

UX/UI DESIGN CONSULTANT

Auufa | May 2019

- Conducted user interviews with architects and a manufacturer to identify areas of opportunity within the problem space
- Developed solution that addressed user needs and business requirements using user research synthesis, competitive analysis, and feature prioritization
- Introduced new "Bid" feature that facilitates and encourages discovery between designers and manufacturers
- Designed and built website prototype and specification documents for developer hand-off using Sketch, InVision, and Zeplin

VOLUNTEER WORK

UX DESIGN MENTOR

New York on Tech | July 2019 - August 2019

- Provided feedback to students based on projects and assignments completed
- Supported students throughout their UX Design program and act as a resource for general UX Design questions