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Experience

SCREENCASTIFY | CHICAGO, IL

Product Design Manager *August 2021 - Present*

- Own overall user experience and customer journey for edtech platform supporting 15M+ total users
- Manage UX Design team to mentor, coach, and support designers in achieving respective teams' OKRs and quarterly design needs
- Partner with Director of Product in user research Initiatives and high-level feature ideation to support stakeholder objectives and ambitious product roadmap
- Facilitate asset hand off and QA processes with Engineering Managers to uphold product design and functionality standards
- Built and implemented an MUI Style Guide in collaboration with lead Front End Developer to create shared design language and decrease design to development timelines

UX Designer *September 2020 - August 2021*

- Directly supported three PMs and their respective development squads in all aspects of UX Design process from low-fi prototyping and ideation through hi-fidelity handoff
- Led user research insights and analysis to create shared team understanding of user patterns and behaviors

NANDOS UK & IRE | LONDON, UK

UX Designer, Masters Intern *January - May 2020*

- Supported Lead UX Researcher in facilitating user test sessions, focus groups, participant recruitment and resulting data analysis
- Analysed user test recordings to gather key findings and significant behavior patterns
- Created personas and user journeys based on allergens workshop findings to better support customers with allergens in online ordering initiatives
- Designed and built prototype versions to support menu photography research questions for user testing sessions
- Collaborated with Digital Marketing team and external Design Agency to ensure cross-functional consistency and remain on track for hitting roadmap deadlines

FREELANCE, RED DESIGNS | REMOTE

Visual and Product Designer *October 2018 - Present*

Support one-off clients across a wide variety of industries ranging from logo creation, product and web design, brand consulting, custom illustrations and more. Various contract projects include:

- Lyft: One Billion Rides milestone infographic, supporting illustrations for 2018 Year in Review
- Canary Marketing: Created summer and holiday promotional lookbooks to drive email conversion rates, built out brand book and content strategy for internal use
- Foot of the Bed Wine Subscription: Completed UI/UX website audit and supporting redesign assets, designed in box marketing collateral and branded packaging

ROCKSBX | SAN FRANCISCO, CA

Visual Designer *October 2018 - Present*

- Owned all brand/visual related aspects of the business supporting the VP of Marketing to hit monthly acquisition and retention goals
- Supported Product Team with user interviews, remote user testing sessions, and UI Designs for various projects including: Product Page redesigns, new Filtering system, and updated Home Page
- Designed assets and alternative flows for sign-up funnel A/B testing to optimize subscription conversions

CANARY MARKETING | SAN FRANCISCO, CA

Lead Graphic Designer *March 2015 - May 2017*

Graphic Designer/Account Coordinator *September 2014 - March 2015*

Education

MSc User Experience Design

Kingston University

London, UK | September 2020

UI Design Course

Design Lab

Online, Remote | April 2018

B.A. Art Studio and Communications

University of California Santa Barbara

Santa Barbara, CA | June 2014

Skills

Tools: Figma, Sketch, Zeplin, Axure, InVision, Adobe Creative Suite, Procreate, HTML and CSS

User Research: Research plan creation, participant recruitment strategies, user survey writing, user interview facilitation, thematic analysis

Design: Visual design, brand strategy, illustrations, style guide generation, visual language guidelines

Passions: Brainstorm and ideation workshops, design mentoring, microinteractions, conversion driving designs