



SKILLS

TECHNOLOGY

Design & UX: Sketch, Figma, InVision, Marvel, Zeplin, UserTesting, Lookback, Fullstory, Lucidchart, Webflow, Abstract, and Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign)

Development: JIRA, GitHub, MAMP, Cyberduck, Avocode, Sublime Text 3, Visual Studio Code, Rackspace, Wordpress CMS, and Squarespace CMS

LANGUAGES

Development: HTML5, CSS3, Sass, jQuery, PHP, and JSON

Foreign: French and Italian

AREAS OF EXPERTISE

Product Design (UI & UX), Visual, and Interaction Design

Design Systems

User Testing

Visual QA

Front-End Development

B2B and B2C

EDUCATION

GENERAL ASSEMBLY | NEW YORK, NY

Introduction to Ruby on Rails Workshop
Mar. 2015

Front-End Web Development
Nov. 2014 - Feb. 2015

SYRACUSE UNIVERSITY | SYRACUSE, NY

S.I. Newhouse School of Public
Communications | May 2012

- **Bachelor of Science:** Advertising
- **Minors:** Marketing and Anthropology
- Summa Cum Laude

CONTACT

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EXPERIENCE

FABFITFUN | LOS ANGELES, CA

Principal Product Designer | Dec. 2021 - Present

Senior Product Designer | May 2019 - Dec. 2021

- Use agile methodology to work with PMs and Engineers to ideate, design, test, execute, QA, and launch both internal and consumer-facing e-commerce features including Global Cart and Order History
- User test interactive prototypes, synthesize results, iterate on solutions, present solutions to executives, earn stakeholder buy-in, ensure pixel-perfect development, and help facilitate smooth feature launches
- Code landing pages, promotional sale banners, UX and UI updates to the navigation, and email templates in HTML and CSS
- Ideate, design, and execute AB tests to continually optimize the UX and UI of the website to increase participation and revenue

HYP3R | SAN FRANCISCO, CA

Product Design Lead | April 2018 - April 2019

- Established a design system and its usage guidelines to enhance the usability, aesthetic, and unity of the platform
- Led the design, from conception until launch, of new features and products across desktop and mobile

HOOK AND LOOP / INFOR | NEW YORK, NY

Senior Product Designer | Dec. 2016 - July 2017

Product Designer | March 2016 - Dec. 2016

- Managed and executed the research, process flows, user personas, wireframes, user testing, UI mockups, and animations for the navigation across the product suite and two proof of concepts
- Determined the navigational paradigm, architecture, and aesthetic of an enterprise expense management iOS app and an Artificial Intelligence progressive web app
- Designed and ensured pixel-perfection of the product's design system file and development website

SIMPLENIGHT | NEW YORK, NY

UI Designer | May 2015 - Jan. 2016

- Converted wireframes into responsive UI designs and managed the visual QA process for the enterprise inventory management system, e-commerce booking platform, and consumer-facing website

ZETA INTERACTIVE | NEW YORK, NY

Senior Web Designer | April 2014 - May 2015

- Branded and optimized the UI and UX of two internal platforms
- Designed, coded, and AB tested responsive emails to optimize best practices for driving clicks and conversions

BRIGHTLINE | NEW YORK, NY

Experience Designer | July 2012 - March 2014

- Designed and launched interactive branded experiences across mobile, gaming, and advanced TV platforms
- Analyzed post-campaign metrics to extract key insights and develop optimizations for future campaigns
- Clients included: American Express, Chevy, Buick, AXE, and Time Inc.