

Professional Summary

Experienced product design leader committed to delivering user-centric experiences that align with business objectives. Demonstrated success in streamlining team processes to boost design efficiency, foster cross-functional collaboration, adapt to changes in requirements, and drive impactful product development. Launched engaging products for B2B, SaaS, and B2C platforms to deliver impactful user experiences.

Accomplishments & Skills

- Oversees the user experience design of products from concept to market, earning \$48.7 million in B2B sales & ad revenue.
- Expanded our application's feature set, leading to the acquisition of 4 new exclusive partners within the past year.
- Led the redesign of the map search, leading to 94.9% MoM & a 64.9% YOY increase in unique users.
- Manages design operations, implementing processes and design systems that foster a creative, innovative, and inclusive design team culture and increased project velocity by 3.5x.
- Conducts and analyzes user research including usability testing, interviews, contextual inquiry, A/B testing, heuristic evaluations, card sorting, & path analysis.
- Skilled in comprehensive user experience design, encompassing information architecture, interaction design, animations, wireframes, prototyping, content & visual design.
- Executed the design vision across a diverse portfolio of products to drive innovation, influencing product strategy and roadmap planning.
- Ensures design aligns with the business goals, customer needs, and brand consistency in partnership with product, engineering, leadership, and other stakeholders in a fast-paced Agile environment.
- Well-versed in ADA and CVAA compliance.
- Proficiency in design and prototyping tools including Figma, Sketch, ProtoPie, Adobe Suite, HTML, CSS, & JavaScript.

Recent Experience

Principal UX Designer, Manager

Everyday Health Professional | December 2019-Present

- Manages product design for Health eCareers, MedPage Today, and Synopsi
- Leads design team and design operations
- Brought a variety of products to market including AI, search, e-commerce, and media experiences
- A track record of leveling-up direct reports and raising the bar for design quality within the organization

Product Designer

GoSpotCheck | Englewood, CO | April 2019-October 2019

- Created research processes
- Developed and maintained design system
- Tracked analytics to inform design decisions

Lead UX Designer

DISH | Englewood, CO | July 2016 – April 2019

- Lead UX development of products for TV, web, and mobile
- Developed UX processes and improve cross-function product development
- Projects included content discovery, remote interactions, and voice interactions

UX Designer

Hy-Pro Filtration | Anderson, IN | June 2014 – July 2016

- Assessed the usability of front-end & back-end for web and mobile applications
- Designed interactions & workflows between departments, CMS, and website
- Created and tested prototypes for user research.

Multimedia Designer

Enigma Marketing & Travel Solutions | Indianapolis, IN | July 2012 – May 2014

- Designed and developed applications for a variety of industries including tech, financial, insurance, & apparel

Education

MS in Human-Computer Interaction
Indiana University | Indianapolis, IN
UX/UI Design • Research Design • Data Analysis

AAS in Visual Communications
Ivy Tech Community College | Indianapolis, IN
Emphasis on Web Design • Dean's List

BA in English
Chapman University | Orange, CA
Magna Cum Laude • History Minor

Cours de Civilisation Française de la Sorbonne
Paris, France | Spring 2007
Studied French language, literature, and history as a part of the American Institute for Foreign Study

Recognition

2023 Digital Health Media Awards
Break Room on MedPage Today won Bronze for Web-Based Interactive Content

CE Pro 2018 Best Award for UI Design
CEDIA Expo | OnePoint Mobile App

Published at CHI 2016
Legitimacy Work: Invisible Work in Philanthropic Crowdfunding | 23% Acceptance Rate