

Detailed design, big-picture thinking.

Product designer with a visual design background, realizing potential and making things work.

EXPERIENCE **6+ years Product Design. 15+ years UX/UI Design. Endless curiosity.**

HELLOMW, DESIGN DIRECTOR, JUN 2012-PRESENT, CONTRACT, NEW YORK, NY & HONG KONG

Partnered with agencies and independent clients to improve user engagement of digital experiences for a wide-range of industries including biotech, e-comm, fintech and service.

- Collaborated cross-functionally steering strategy, user flows, content, visual design, and narrative based on business objectives, research, and usability needs
- Increased long-term efficacy with scalable frameworks to anticipate evolving needs
- Guided teams ranging from two to five, overseeing strategy, objectives, and implementation.

THE LAB, LEAD PRODUCT DESIGNER, APR 2019-MAR 2020, CONTRACT, NEW YORK, NY

Drove usability improvements for DTC e-comm clients, leading UX / UI of research analysis, product flows, prototypes, documentation, and implementation.

- Optimized configuration flow and increased discoverability and understanding of product offering for **Vistaprint**'s customizable print products, reducing bounce rate by 35%
- Improved UX, shaped features, created a distinct visual language to differentiate uniforms on **Soccer.com**, exceeding expectations, improving navigation, and extending design system

DIGITAS, SENIOR EXPERIENCE DESIGNER, DEC 2018-APR 2019, CONTRACT, NEW YORK, NY

Created a UI kit for **Black Rock Investment Institute** to establish cohesiveness for cross-channel content creation, increasing efficiency between teams and strengthening brand perception.

One-month Northstar design for **American Express Careers**, reimagining the candidate journey:

- Envisioned skills-matching AI search functionality for job-seekers to increase suitable matches
- Designed a dashboard to establish a candidate relationship and foster career support
- Proactively addressed gaps in design, ensuring consistency in deliverables

RAZORFISH, SENIOR EXPERIENCE DESIGNER, APR 2017-SEP 2018, CONTRACT, NEW YORK, NY

- Visualized mobile app flows for FinTech clients **Citibank** and **Barclays** to effectively communicate foundational concepts
- Redesigned **Vaseline** brand website leading a 3-person team and partnering with brand and engineering to align on rebrand and highlight a social aid initiative

SKILLS User Experience (UX) Design, Research, Personas, Journey Mapping, User Flows, Wireframing, User Interface (UI) Design, Visual Design, Prototyping, Usability Testing, Design Systems, Style Guides, Figma, Sketch, InVision, Adobe Creative Suite

EDUCATION Bachelor of Fine Arts (BFA) in Communication Design, Parsons School of Design, New York, NY