

I design products at the intersection of user clarity and business outcomes.

PERIGON / DIRECTOR OF DESIGN / JULY 2024 - PRESENT

- Led design during launch of Perigon's Workspace^o product, generating an average of 11,000 daily active users and ranking #2 on ProductHunt
- Iterations to the product experience resulted in a 300%+ increase in API subscriptions
- Adapted and adopted new tools to deliver high-quality work quickly in a fast-paced industry
- Established foundational design strategy, principles, and concepts
- Introduced design system, implemented user testing and research practices, and matured design's role as an integral discipline in the product development process

FLO / PRINCIPAL PRODUCT DESIGNER / JUNE 2023 - JUNE 2024

- Founded Flo's in-house design team
- Launched new zero-to-one product in my first two weeks, adding over 1,000 new accounts in thirty days
- Enhancements to the product over six months enabled \$500,000 in new sales revenue
- Matured marketplace features, growing user base by more than 7,000 users

LEAFLY / SR. MANAGER, UX DESIGN / OCTOBER 2019 - MAY 2023

- Identified new product opportunities and set design team strategy and vision
- Introduced research methods to understand user behavior, which helped add over 70,000 new accounts and increase user engagement and retention
- Established new strategic revenue streams, growing annualized net revenue by \$3 million+ in under six months.
- Created onboarding processes, grew the team, and secured resources for native apps and design system work
- Developed Leafly's design system, improving quality, reducing production breakages, and reducing time to market

RETAILMENOT / SR. PRODUCT DESIGNER / SEPTEMBER 2018 - OCTOBER 2019

- Lead designer for browser-based experiences, including the main web product, browser extension, and user acquisition programs
- Conducted research to shape RetailMeNot's user retention strategy
- Crafted the design strategy for RetailMeNot's native app redesign, resulting in a 31% increase in revenue yield and a 62% increase in new account creation

MALAUZAI SOFTWARE / MANAGER OF UX ENGINEERING / MAY 2014 - SEPTEMBER 2018

- Guided design strategy and interactions for Engineering, Infrastructure, and Product teams to ensure a consistent and inclusive user experience across 250+ customers
- Improved design processes by adding research, usability testing, and accessibility standards
- Co-led accessibility audits and drove implementation strategy, achieving AA accessibility conformance for a flexible, white-label application
- Design strategy and execution played a key role in Malauzai's acquisition by Finastra in 2018.

LAUNCH BOX MEDIA / LEAD DESIGNER & PARTNER / JULY 2011 - MAY 2014

- Conducted user research to address challenges faced by small businesses
- Developed branding strategies and assisted with client website development
- Managed visual campaigns for digital and print experiences

PROFICIENCIES

Team leadership, Career development, Product design, Design strategy, Design thinking, Systems thinking, Conversational design, User research, Product strategy

TOOLS

Figma, Framer, Cursor, Storybook, Fullstory, Usertesting.com, Adobe, CSS (Tailwind), Typescript (read only), React (read-only)

EDUCATION

UNIVERSITY OF GEORGIA / BACHELOR OF ARTS, ADVERTISING / GRADUATED 2013