

## EXPERIENCE

---

- |   |                        |   |
|---|------------------------|---|
| <b>ONE NORTH</b><br>Senior Product Designer       | FEB 2024<br>- PRESENT  | <ul style="list-style-type: none"><li>• Embedded contractor with United Airlines product team.</li><li>• Lead design for two essential internal tool features for agents, handling advanced passenger data and baggage.</li><li>• Improved upon existing product in collaboration with agents.</li><li>• Enabled the sunseting of legacy internal tool, Aero.</li></ul> |
| <b>EARNEST</b><br>Senior Product Designer         | SEP 2021<br>- OCT 2022 | <ul style="list-style-type: none"><li>• Led design for Student Loan Origination (SLO).</li><li>• Optimized user flows to provided results in less than 2 minutes, one of the fastest application processes available.</li><li>• Facilitated 4 cross functional innovation workshops.</li><li>• Managed one junior product designer direct report.</li></ul>             |
| <b>KICKOFF</b><br>Senior Product Designer         | MAR 2021<br>- JUN 2021 | <ul style="list-style-type: none"><li>• Founded design role for early stage startup designing an augmented remote personal training platform.</li><li>• Redesigned Auto-Scheduler for coach web app.</li><li>• Improved the coaching experience for 15K+ coaches.</li><li>• Hired two additional essential roles, PM and Visual Designer.</li></ul>                     |
| <b>HATCHED LABS</b><br>Product Designer           | DEC 2019<br>- FEB 2021 | <ul style="list-style-type: none"><li>• Redesigned grocery and convenience store web and mobile apps for supermarket chain, Giant Eagle with 211 stores.</li><li>• Launched GetGo MVP mobile app with 274 locations.</li><li>• Surpassed 1 million downloads while maintaining 4.9 ratings.</li><li>• Generated \$2 million in weekly sales cumulatively.</li></ul>     |
| <b>CROSSING MINDS</b><br>User Experience Designer | JUN 2018<br>- JUL 2019 | <ul style="list-style-type: none"><li>• Led UX design and research for AI web and iOS apps.</li><li>• Launched apps at TechCrunch's Disrupt Battlefield 2018.</li><li>• Conducted usability testing, research and product testing in all product stages with hundreds of beta testers.</li><li>• Shipped beta app with 4.9 in the App Store and 750+ ratings.</li></ul> |

## EDUCATION

---

- |                                       |             |  |
|---------------------------------------|-------------|--|
| <b>GENERAL ASSEMBLY</b>               | 2016        | User Experience Design Circuit             |
| <b>CALIFORNIA COLLEGE OF THE ARTS</b> | 2007 - 2012 | BFA Fashion Design, BFA Jewelry Metal Arts |

## SKILLS

---

### TOOLS

Figma    Miro  
Sketch    Adobe Illustrator  
InVision    InDesign

### UX/UI DESIGN

Wireframing    User Research  
User Flows    Usability Testing  
Design Systems    Information Architecture

### LEADERSHIP

Management    Design Strategy  
Mentorship    Product Roadmapping  
Public Speaking    Workshop Facilitation