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PRODUCT & UX DESIGN LEADERSHIP

Accomplished user experience and product design leader with 10+ years of experience creating intuitive, high-impact digital experiences. Skilled in leading end-to-end design processes, translating complex requirements into elegant solutions, and promoting seamless collaboration across engineering, strategy, and stakeholder partners.

AWARDED

Designer of the Year
RBJ, 2016

EDUCATION

Rochester Institute of Technology (2013)

New Media Design

Bachelor's Degree

SKILLS & TOOLS

UX & UI Design

Product Design

Research/Testing

Accessibility Standards

Agile Methodology

Figma/Framer

Adobe Creative Suite

Rapid Prototyping

Project Planning

Design Systems

Confluence/Jira

Microsoft Office

Aug 2018 **SWAYMAKE**

Principal Product Designer

Leading UX, UI, and product design for a suite of clients across tech, retail, and wellness. Driving projects end-to-end, from branding and websites to product launches. Delivering scalable solutions that boost engagement, conversion, and adoption. Balancing hands-on execution with strategic leadership as designer and client partner.

Dec 2023 **ICF NEXT**

Senior User Experience Designer

Spearheaded UX for a complex federal SaaS platform, aligning user needs with strict regulatory and stakeholder requirements. Translated research and constraints into scalable, human-centered solutions. Partnered cross-functionally to prototype, test, and deliver accessible, compliant experiences.

Jul 2021 **GENERAL MOTORS**

Product Designer

Designed in-vehicle e-commerce and service experiences for GM brands, supporting ~6M new vehicles and legacy users. Balanced regulatory, technical, and user needs while delivering impactful features. Partnered with engineering, product, and compliance to streamline journeys and enhance the connected experience.

Jul 2020 **REALTRUCK.COM**

UX/UI Designer

Owned UX and UI for e-commerce sites generating \$20M+ monthly. Built and maintained a design system for 300+ brands and 350K+ products. Designed and launched RapidShip, boosting conversion by promoting same-day shipping for in-stock items. Partnered with product and engineering for seamless implementation.

May 2020 **SKILLSOFT**

User Experience Designer II, Contract

Supported multiple product teams as a contract UX designer, improving consistency and usability across key features. Helped formalize a design system and introduced new standards for documenting UX behaviors. Conducted user research, testing, and stakeholder presentations to guide iterative design decisions.

Nov 2017 **PAYCHEX**

User Experience Designer II

Led UX for three agile teams building a SaaS payroll platform. Simplified complex workflows through research, benchmarking, and usability testing. Translated business and technical needs into intuitive, user-centered designs - boosting satisfaction by 200%+. Delivered scalable, accessible features with product and engineering.

Jun 2014 **ARCHER COMMUNICATIONS**

Creative/Production Director

Associate Director, Design & Development

Interactive Designer/Developer

Directed a 10-member creative team, aligning output with strategic goals and increasing productivity by 63%. Oversaw planning, requirements, and execution across projects in 10+ industries. Delivered innovative, high-impact creative work that improved client satisfaction.