

As a UX Designer I am passionate about understanding the customer's journey, identifying pain points, and designing intuitive digital solutions to address them. I specialize in Healthcare working with Fortune 100 and fortune 500 companies in addition to startup series A and B clients.

I work closely with cross-functional teams, including stakeholders, developers, and designers, to ensure a cohesive and impactful end result. By facilitating workshops, conducting high-level strategies, and incorporating feedback loops, I create iterative design solutions that deliver tangible business outcomes. Collaboration is at the heart of my process.

EDUCATION

Rhode Island School of Design

- MA — Art & Design Education, 2017

Rhode Island School of Design

- BA — Product Design, 2016

M.I.T

- Product Design Course, 2016

Brown University

- Engineering Course, 2015

Yale University

- Psychology Course, 2020

SKILLS

Design Thinking • UX Analysis

Art Direction • User Research Wire

framing • UX Design • Branding

Prototyping • Graphic Design • IXS

Presentation Design • Management

Leading Workshops • Communication

TOOLS

Design • Figma • Whimsical • MURAL

Illustrator • InDesign • Photoshop

Keynote • PowerPoint • Google Slides

Miro • Webflow • PPT

Management • Spreadsheet • Notion

Wrike • Excel • Google Analytics

Projector • Microsoft Teams • Jira

EXPERIENCE

United Health Group • Senior UX Designer

July 2023 — Current

Works closely with the product manager, development team, and other groups to iterative design and deliver a differentiating end-to-end provider experience. Identify care gaps that can turn data into actionable ways to drive down total cost of care leading to 600M ROI.

Johnson & Johnson • UX + Brand Designer

January 2022 - January 2023

Engaged throughout the entire product lifecycle, from ideation to delivery, as well as in the continuous improvement of the product. This position reports to the Director of Branding, UX Design and Research. Designing holistic experiences with functional interactions, visuals, and documentation for business partners such as: Xarelto, Humira, and PAH Companion.

Dera Lee Productions • Experiential Art Director

January 2022 - January 2023

Lead a team of four through the ability to initiate constructive discourse as a champion for the user experience while collaborating the best possible solutions for fortune 500 companies.

Designlab • UX UI Designer

September 2021 - February 2022

Understand the customer journey and identify pain points to create intuitive solutions that solve complex problems. Communicate a compelling reason behind every design decision and collaborate with peers performing user testing methodology and analytics for results.

CISCO • Graphic Designer + Art Director

December 2020 - August 2021

My focus was grounded in an in-depth and empathetic understanding of the business challenge, cultural trends, and consumer priorities and motivators with the ability to uncover insights that drive strategy. Ability to work in an Agile software development environment.

VERIZON • Senior Experiential Designer

October 2019 - March 2020

Responsible for concept development, design strategy, and execution for Camila Cabello's 2019 album launch campaign which resulted in 2000+ attendees, 42,792 fan-generated social posts, and 1.39 million live stream views.

BMF Media • Senior Experiential Designer

September 2018 - September 2019

Spearheaded program planning, creative direction, and execution of design elements to produce multiple made-for-Instagram events for the following:

MTV VMA Missy Elliot Museum, I.W. Harper Bourbon, Chase Bank, and Dell.

TH Productions • Design Strategist

April — July 2019

Leveraging key insights to deliver impactful event ideas to create greater value for business partners and acted as a design lead for the "Macallan Whiskey Housewarming" mansion takeover with 279 guest and 3000+ media impressions.

Advoc8 • Experiential Creative Strategist

September — December 2018

Led, conceptualized, designed, and created multiple deck designs and spearheaded visual strategy for the National Association of Manufacturers event to celebrate the success of more than 12.8 million men and women who make things in America.

We're Magnetic • Experiential Designer

September 2017 - January 2018

Spearheaded 3D design, furniture design, floor plans, creative direction, and execution of design elements to produce the 2017 Facebook's Women's Leadership two day Conference in New York City with 8 panel speakers, and over 200 guests.