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PRODUCT DESIGNER with a proven track record of implementing design thinking and establishing robust design systems that safeguard user experience while streamlining development and creative operations. Dedicated self-starter adept at excelling in both independent and collaborative workplace environments through communication, time management, and organization skills. Detail-oriented problem solver leveraging creativity and critical thinking to identify gaps, devise innovative solutions, and ensure key stakeholder satisfaction.

Experience

Ashley Home – Nax Group (Remote-Contract) – **Product Designer** 02/2024 – 04/2024

- Worked on end-to-end product design for gift cards that was a net new project for Ashley home. Worked on responsive mobile designs including email templates, admin portal, and purchasing. Working cross collaboratively with product managers and engineering.

Daily Harvest – New York, NY (Hybrid) – **Product Designer** 01/2023 – 01/2024

- Managed **end-to-end product design** including leading design operations company-wide, establishing a design system to ensure consistency in user interface (UI) and user experience (UX) across products.
- Spearheaded a **web and native full-site replatform to Shopify**, collaborating with digital merch, creative, and engineering teams to integrate software and build features in the content management systems (CMS).
- Facilitated an **x3 conversion on the homepage**, adjusting the design, layout, and user interface (UI) to build a more user-friendly experience that encouraged engagement, visits, and sales.

Lunchbox.io – New York, NY (Remote) – **Senior Product Designer** 09/2021 – 11/2022

- Supported two acquisitions and a rebranding process by spearheading the **unification of design and systems**.
- **Produced a design system** from the ground up, stimulating cross-functional collaboration and reducing turnaround times for product releases.
- **Developed new products** and iterated on existing products including native and web with end-to-end ownership from user testing and secondary research to UI design.
- **Served as a leader for a junior designer**, providing mentorship and coaching regarding design thinking, Figma, and professional demeanor to facilitate professional growth and improve the quality of work.

TESTD – Fort Lauderdale, FL (Remote) – **Product Designer** 01/2021 – 09/2021

- Built out TESTD's component library for multiple devices and platforms, establishing a comprehensive design system that enabled better and more efficient workflows for the product team.
- Assisted with feature development, improving the **end-to-end user experience (UX)** through cross-functional collaboration with internal partners.
- Aided in partnerships with companies through product design work, **driving a 15% increase in revenue**. Interfaced with CEO and Head of Product to **define business metrics for short- and long-term product goals**.

MiJem – Canada (Remote-Contract) – **UI Designer** 04/2021 – 07/2021

- Worked with stakeholders to build wireframes for high-fidelity and prototypes for a **revamp of the native iOS and email marketing materials**, bringing cohesion to the experience and overall brand.
- **Helped the company secure \$2M in investments** by using market research to create a user-friendly design.

Emma's Designs – New York, NY – **Lead Designer** 09/2018 – 01/2020

- Worked with a variety of companies to help solve business and user goals through design.
- Built out websites through CMS platforms like Square, Wix Shopify, and Webflow.

EDUCATION DEVELOPMENT Associate of Arts (AA), Graphic Design: Fashion Institute of Technology (FIT) **User**

Experience Design Bootcamp: BrainStation **Product Management Course:** BrainStation

Adobe Suite (Illustrator, Photoshop, InDesign) | Figma | HTML | CSS | Builder.io | CMS | Shopify | WordPress