

SKILLS

Research

Competitive Analysis
Heuristic Evaluation
Ethnography
Qualitative Interviews
Persona Development
Survey Design
Usability Testing

Design

User Experience Design
Product Design
User Interface Design
Service Design
Participatory Design
Storyboards
User Journey Maps
Information Architecture
User Flow Maps
Wireframing + Prototyping

Leadership

Storytelling + Brand Strategy
Ethical Problem Solving
Copywriting + Editing
Project Management

TOOLS

Research

FigJam + Miro + Lucidspark
Google Forms
UserTesting.com
dscout
Airtable

Design

Figma
ProtoPie
InDesign
Photoshop
Illustrator
AutoCAD
Revit
Sketchup

EXPERIENCE

Product Designer & Researcher, Freelance

2021-Present | Remote

- Implement UX strategy for small businesses and non-profits; redesigning their digital presence to increase visitor traffic and improve task flow.
- Evaluate service design gaps and innovate solutions to increase user traffic and fundraising potential.
- Provide full service interaction design including research, analysis, strategy, ideation, and prototyping.

UX Research Intern, Rocket Companies

Summer 2022 | Remote

- Spearheaded evaluative research to understand customers' mental models, and course correct due to lack of resources for generative research.
- Detected pain points hindering cross platform growth, and crafted actionable insights to rectify them.
- Established a new process for research synthesis and sharing insights with stakeholders.

Marketing Coordinator, Ralph Appelbaum Associates

2019-2020 | New York, NY

- Increased project wins by 15% by utilizing customer insights and introducing better storytelling techniques.
- Led all copywriting and synthesis for new business development; improving strategy and written quality of submission materials.

Interior Designer, Stonehill Taylor

2015-2018 | New York, NY

- Executed all phases of design (research, space planning, design development, and construction and administration documentation) for top hotel brands.
- Implemented responsible design based on user needs for projects of up to \$25 million in 9 cities across the US.

EDUCATION

MFA Interaction Design, School of Visual Arts

2023 | New York, NY

BFA Interior Design, Fashion Institute of Technology

2016 | New York, NY