

MANAGEMENT SUMMARY

- Design team manager at Whova with 5 direct reports and 2+ years of experience managing a high-performing team in a fast-paced growth stage startup
- Increased team efficiency 40% by introducing process improvements and efficiency metrics
- Manage team roadmap and ensure design deliverables meet design standards
- 3+ years of experience mentoring and guiding jr designers

SKILLS

Prototyping
User Research
Product Design
Design Critique
Design Strategy
Communication
Design Thinking
Content Strategy
Systems Thinking
Interaction Design
Project Management
Solutions Architecture
Information Architecture
Communication and Collaboration
Adaptability and Continuous Learning

TOOLS

Jira
Zeplin
Figma
Figjam
Sketch
Invision
HTML / CSS

EXPERIENCE

Whova Senior Product Designer

Apr 2021 - Present

App Store - 4.8 stars - 130k reviews | G2 - 4.8 stars - 1,166 reviews

- Lead a team of 6 designers to support the web app, mobile app, registration, organizer dashboard, engagement, and growth teams with problem driven design solutions.
- Increased usage of the Agenda Widget feature by 24%, as measured by the number of events that created an agenda widget, by restructuring the dashboard navigation consisting of 144 nav items and separating widget templates into like categories.
- Designed and implemented our highest revenue generating feature, Attendee Ticketing and Registration, used by 40% of our customers.
- Boosted Community Board engagement by 20%, as measured by the number of clicks into topics, by re-designing the Community Board page layout.
- Increased meet-up participation by 15%, as measured by the number of attendees who RSVP for meet-ups, by designing a participant limit feature.
- Established foundational design system and worked with engineering to set guidelines and design new components for refactored/rewritten areas of the product.
- Contributed through ideation, feedback, and strategy for 100+ projects.
- Gained recognition for exceptional performance and contribution and received employee of the month designation 3 times.

Seamgen Lead UX Designer

Oct 2018 - Apr 2021

- Designed, iterated, and released an internal CRM platform for a diabetes supplies and DME distributor that managed patient intake to delivery of supplies across 6 departments including patient intake, internal sales, external sales, document collections, QA, and pharmacy. Contributed to efficiencies that aided in acquisition by AdaptHealth.
- Led end-to-end design projects for various clients, ranging from small businesses to Fortune 500 companies such as CVS Health, Real Estate Lab, Touch Foundation, Ask A Travel Local, SD Zoo, Brain Corp, Viasat, Kia, Solara Medical Supplies, Content Stack, and Specialty Produce.
- Managed and facilitated cross-functional collaboration between technical and non-technical teams, including marketing, development, and design, while overseeing Jr designers and interns.

Koalafied UI/UX Designer

Jun 2017 - Jun 2018

- Led the design from initial discover to high-fidelity prototypes on mobile for a shared saving and spending mobile app.

EDUCATION

University of California San Diego BS Cogsci(HCI)