

Experience

Senior Product Designer | Dec 2019 – Present

Spotify

- Partner with product managers, engineers, and marketing teams to define product and research goals that align on key outcomes that prioritize features based on user needs
- Lead user research initiatives, including interviews, surveys, and usability testing, to uncover user needs and pain points for podcast and video creators
- Design and conduct contextual inquiries to gather in-depth insights into user workflows and behaviors for podcast creators
- Led end-to-end design for Spotify's algorithmic promotional tool, Discovery Mode, resulting in immediate streams and audience growth for music artists

Senior Product Designer | May 2017 – Oct 2019

KAYAK

- Design lead for all flight related products including desktop web and all mobile platforms on KAYAK's most trafficked vertical
- Responsible for all stages of the design process from discovery, concepting, pitching to management, execution, to monitoring project analytics
- Collaborated with flight product manager and engineers to develop the Fee Assistant tool, the first feature in the travel metasearch industry to warn users of hidden fees attached to various airlines

Lead UI/UX Designer | Jul 2016 - Sep 2017

Starship Health Technologies, LLC.

- Oversaw and implemented product direction for the Diabetes Networking Tool app, establishing the visual interface and feature development of the product
- Responsible for feature concepts, wireframes, prototypes, and visual mockups to communicate the workflow of the app

Freelance, Lead Visual Designer | Mar 2015 – May 2015

Enterprise Community Partners

- Collaborated with MPA in Public and Nonprofit Management and Policy students from NYU on designing a toolkit for low-income housing tax credit in NYC
- Created visual toolkit diagrams that simplified complex policies to enhance user understanding

Manager, Graphic Designer | Feb 2014 – Oct 2015

Teach For America

- Conceptualized and implemented creative assets as the lead designer for the organization's 2014-2015 flagship recruitment campaign that led to over 44,000+ applicants for the corps
- Partnered with TFA's admissions team to streamline the matriculation process for staff and corps members which led to increased applicant retention rates

Education

Master of Arts in Social Design (MASD)

2012 – 2013 | Maryland Institute College of Art

MASD is an interdisciplinary program that explores the designer's role and responsibility in society by utilizing the design process and human-centered thinking to bring about social change.

Associate in Applied Science - Graphic Design

2009 – 2011 | College of DuPage

Bachelor of Arts in English - Media & Culture Studies

2005 – 2009 | University of Illinois at Chicago

Certification

200-Hour Yoga Teacher Training (RYT-200)

Dou Yoga Studio, Brooklyn, NY — 2022

Training emphasized mindfulness, breathwork, and embodied awareness.

Volunteering

Spotify : Screen Share Day

Feb 2021 - Jul 2021 | <https://spotify.design/article/screen-share-day-recap-over-200-conversations-with-aspiring-designers>

Co-led a company-wide initiative to connect underrepresented young professionals with Spotify Designers, providing career guidance and mentorship.

Publications

"Designing an Intro to American Life for Refugees"

GOOD Magazine (Published May, 2012) | <https://www.good.is/articles/designing-an-intro-to-american-life-for-refugees>