



EXPERIENCE

Scotiabank

Senior Product Designer, Access | 2023 – Present

- Collaborated with customer experience (CX) practitioners on a 4-week discovery for the Advice+ team auditing the existing automated savings experience, identifying key barriers and future opportunities. Synthesized the various findings, produced a research report, and presented an executive summary to an engaged group of stakeholders.
- Worked with the mobile, content, privacy, and legal teams to deliver a mobile app update giving users full control over their privacy settings in accordance with Bill 64/Law 25.
- Was selected to present a 45-min headlining talk about onboarding and UX lessons we can learn from video game design alongside colleagues from product and accessibility, at our semi-annual internal conference, FutureFest.
- Mentored junior members of the Access team. Launched efforts to improve our internal processes and efficiency.

Postlight (now Launch by NTT Data)

Senior Product Designer | 2020 – 2023

- Drove product strategy and owned the digital product redesign for **Punchbowl News**, a subscription-based newsletter and political news community. 81% of paid annual subscribers stayed active into the following year.
- Designed the Market Activity, News & Insights, and Careers pages for **Nasdaq**, while utilizing and contributing components to their Postlight-led design system. Resulted in a +485% conversion rate in clickthroughs to job boards.
- Collaborated with several designers to create a newly responsive design system for use across the entire **Nexstar** network of 120+ individual local news station websites.
- Contributed numerous UX enhancements and ran usability testing for the Postlight-built communications platform used by **MTA (Metropolitan Transportation Authority)** to publish transit updates for millions of riders.

Small Planet

Senior Designer | 2015 – 2020

- Led UX and visual design on an enterprise app for pharmaceutical company **Alyvant**, optimizing the overall workflow and increasing the efficiency of their sales force.
- Transformed the browsing and customization experience for e-commerce website **Stoney Clover Lane**, improving order fulfillment accuracy and increasing sales 200%+.

- Designed a highly-requested customization feature and several usability enhancements for **Planned Parenthood's** period-tracking app, which won a *Communication Arts* award and a *Fast Company Innovation by Design* award.
- Worked extensively on cross-functional teams while executing tasks such as user research, rich prototyping, stakeholder management, and client presentations.
- Gained a deep familiarity with native iOS and Android design guidelines, development processes, and QA.
- Launched an internal accessibility effort to bring our own design and development teams up to current standards.
- Designed a proof-of-concept app (0-1 in 2.5 weeks) demonstrated at the 2017 North American International Toy Fair in NYC, which welcomed over 31,000 attendees.
- Additional client work: **Disney, Oakley, The NPD Group.**

INVOLVEMENT

Program Coordinator

Product Design Internship Program | Postlight

Built out and facilitated Postlight's first-ever Product Design Internship Program, working directly with HR, design management, and 2 other coordinators. Evaluated and interviewed candidates for the role (180 applicants received in 4 days). Provided mentorship and supported people management during the 12-week program.

Founder

Environment ERG | Postlight

Founded and led Postlight's first-ever ERG. Recruited new members, ran planning meetings, sought external guest speakers, and organized company-wide Earth Day events.

SKILLS & TOOLS

UI, UX, visual design

Product strategy

User research

Rapid & rich prototyping

Usability testing

Figma & FigJam

Sketch

ProtoPie

Adobe Creative Cloud

Lettering & calligraphy

EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts (BFA), Graphic Design
Minor in Advertising & Public Relations

Rochester, New York | 2015