



SUMMARY

Driven and enthusiastic creative with 10 years of product design experience across a variety of industries including finance, media, and healthcare. Thrives within complex problem spaces and cares deeply about ethical design. Highly experienced in stakeholder management and working on cross-functional teams, staying adaptable while driving efficiency.

EXPERIENCE

Scotiabank

Senior Product Designer, Access | 2023 – Present

- Collaborated with 2 designers on strategic, high-priority enhancements to our 2SV (2-step verification) service that affects 7 mil+ logins/month, with the goal to reduce churn and improve login success by 12-21%. Conducted two rounds of testing (moderated & unmoderated) to validate designs. Worked cross-functionally with product and engineering while designing within strict technical and regulatory constraints, successfully achieving alignment and acquiring approvals across several journeys and teams across Scotia.
- Was selected to prepare and present a 45-min headlining talk on onboarding and UX lessons we can learn from video game design at Scotia Digital's semi-annual conference, FutureFest, alongside leaders from product and accessibility.
- Mentored members of the Access design team. Launched efforts to improve our internal processes and efficiency.

BrainStation

Instructor, UX Design | 2025

- Led learners through comprehensive in-person lessons on tools and techniques employed by UX and product designers.
- Shared firsthand industry knowledge and mentored learners both inside and outside the classroom.
- Guided learners through various hands-on workshops, project strategy submissions, and final project completion.

Postlight (now Launch by NTT Data)

Senior Product Designer | 2020 – 2023

- Collaborated with 4 other designers to create a newly responsive design system for use across the entire **Nexstar** network of 120+ individual local news station websites.
- Designed the Market Activity, News & Insights, and Careers pages for **Nasdaq**, utilizing and contributing components to their Postlight-created design system. +485% conversion rate in clickthroughs to job boards after Careers page redesign.

- Drove the product strategy and website redesign for **Punchbowl News**, a subscription-based newsletter and political news community. The new website launched just before their first-ever annual renewal, and 81% of paid annual subscribers stayed active into the following year.
- Contributed multiple UX and design enhancements and ran several usability testing sessions for Mercury, the Postlight-built communications platform used by **MTA (Metropolitan Transportation Authority)** to publish real-time transit updates for millions of riders across the New York area.
- Developed 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.

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 other usability enhancements for **Planned Parenthood's** period-tracking app, which won a *Communication Arts* award and *Fast Company Innovation by Design* award (2017).
- Developed a deep familiarity with native iOS and Android design guidelines, development processes, and QA.
- Designed a proof-of-concept functional app (0-1 in 2.5 weeks) demonstrated at the 2017 North American International Toy Fair in NYC, with 31,000+ attendees.
- Additional client work: **Disney, Oakley, The NPD Group**.

SKILLS & TOOLS

UI/UX and visual design

Product strategy

User research and testing

Rapid and rich prototyping

Figma & FigJam

ProtoPie

Adobe Creative Cloud

Lettering & calligraphy

EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts (BFA), Graphic Design

Advertising & Public Relations minor