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Education

MA, Design Management
Savannah College of Art & Design

BFA, Graphic Design
Savannah College of Art & Design

Recognitions

Emerging Leader of the Year,
Nominee, Cvent

DCFemtech Award Winner,
2018, Design

LWT Leadership Summit Invitee,
2019, 2020

Innovation in Tech White House
Summit Invitee, 2017

Speaking / Panels / Workshops

Cvent Connect, 2020
Washington Post
AIGA
General Assembly
DC Design Week
Out in Tech

Leadership

Design Management
Strategic vision
Creative Direction
Product Discovery
Stakeholder Buy-In
White-Label SaaS Strategy

User Experience

Design at scale
User Testing
Interaction Design
User Flows
Accessibility

Visual Design

Design Systems
Ideation
Branding
Presentation

PRINCIPAL PRODUCT DESIGNER / Cvent / Jan '21 – Current

LEAD PRODUCT DESIGNER / Cvent / May '19 – Jan '21

Directed the work of three B2C teams, including product designers, content specialists, and researchers. Led user-experience vision on fastest-to-market product within the company, designing their virtual attendee platform while navigating the difficulties of the Covid outbreak and stakeholder needs. Worked closely with design system teams, sales, marketing, product, and engineering to establish and iterate on a best in-class white-label experience for Virtual Event platforms.

Advocated for and led the implementation of an iterative process and MVP release, while ideating on and executing more feature-rich designs for future iterations.

Introduced and managed new design feedback processes, which included facilitating weekly critique sessions, stakeholder check-ins, and establishing new design system.

DESIGN LEAD / Mariana Tek / Aug '17 – Apr '19

Led product discovery and design for white-label iOS fitness management app, implementing a design system to allow for vast scalability and brand flexibility.

Directed implementation of Moderated User Testing and Product Discovery, establishing guidelines, goals, and procedures for testing and reporting quantitative and qualitative data.

Oversaw user experience team growth, including hiring and growing of talent. Worked closely with product to develop strong, impactful ideas at scale that would directly result in increases in client acquisition.

SR. UX DESIGNER / WeddingWire / Jun '16 – Aug '17

Reporting to the Director of UX; completely re-designed Community and Inspiration sections of content platform in order to be responsive across devices, creating a model that would be implemented across the platform for content best practices.

Led the implementation of new design and prototyping software, creating a framework of components for design team collaboration. Created a universal asset library to improve efficiency with existing design system.



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Recognitions

DCFemtech Award Winner,
2018, Design

LWT Leadership Summit Invitee,
2019, 2020

LGBTQ in Tech White House
Summit Invitee, 2017

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LEAD DESIGNER / LivingSocial / Dec '15 – May '16

Drove visual, interaction, and branding design for native app Restaurants Plus. Created asset library and new spec templates to brain standards. Managed and directionally led several direct reports while developing features and marketing strategies for new pilot app program.

ASSOCIATE CREATIVE DIRECTOR / GMMB / Wunderman / Jan '15 – Oct '15

Creative lead for the American Beverage Association's Mixify campaign, a collaborative campaign from Pepsi, Coke, and Dr Pepper, that advocates a healthy, balanced lifestyle for teens.

Improved UX standards by introducing user-testing and prototyping to the pre-visual design phase. Created a focus on user data and patterns over pure aesthetics.

Provided ideation, art direction, testing, and UX strategy for interactive experiences, including digital and environment.

DESIGN MANAGER / TVictory / Oct '13 – Dec '14

Strengthened the UX process across internal and external products; standardizing the discovery of goals, features, user personas, workflows, and prototyping.

Led concept development and design on products and sites, directing a team of UX/UI designers through ideation, wire-framing, and production of comps.

Managed the creative team's resources and schedule, ensuring that timelines and budgets were adhered to. Provided product and workflow estimates. Promoted collaboration between strategy, creative, and development.

ART DIRECTOR / VisualResearch, Inc. / Feb '10 – Jul '13

Pitched new solutions to clients that better addressed their needs, which resulted in increased publicity, higher engagement rates, and higher billings.

Developed branding and marketing strategies that resulted in increased exposure and expanded accounts with existing clients. Directed creative for agency, leading junior designers in the production of branding, digital design, print, and data visualizations.

WEB DESIGNER / Circuit City / Jun '08 – Apr '09

Introduced innovative landing page design and layout solutions that aided in meeting and exceeding forecast by 15%.

Developed holiday branding guidelines, which was reflected across all digital materials across circuitcity.com