

Professional Profile

UX strategy and design leader with over a decade of experience crafting distinctive digital products for high-visibility clients; deep expertise collaborating with engineering, product, and strategy partners; a track record of success in developing tools for the B2B and enterprise contexts; and a passion for mentoring junior practitioners.

Professional Experience

MillerKnoll, Remote	Mar 2022—May 2026
Manager of Digital Product Design	Mar 2022—Feb 2025
Senior Manager of Digital Product Design	Feb 2025—May 2026

Directed a six-designer digital product design team whose portfolio of products drove tens of millions of dollars of monthly revenue and supported ten product teams across marketing, ecommerce, internal admin tools, and B2B contract sales.

- Led design and experience strategy for new B2B procurement platform, contributing to 189% YOY revenue growth for the targeted segment of a \$100M+ annual B2B channel.
- Directed design strategy for retail checkout redesign across properties serving ~2M monthly users, achieving 112% funnel conversion improvement over prior design.
- Piloted new process for incorporating AI into design-to-developer handoff workflow.
- Crafted a design system including token architecture and themed component libraries to promote design coherence and consistency across the Herman Miller, DWR, Knoll, and MillerKnoll brands.

Code and Theory, New York, NY	May 2019—Feb 2020
Associate Creative Strategy Director	

Led cross-functional teams of user researchers, UX and visual designers, and engineers to deliver mission-critical digital projects and solutions to our clients, ensuring timely delivery across projects with \$1.3M+ cumulative budgets. Featured projects include:

Pfizer

- Led product strategy for new intranet supporting 90,000+ employees, replacing static, outdated system with personalized, employee-centered hub.
- Achieved 50% operational efficiency gains for Pfizer's content teams and exceptional engagement, including 420,000+ views, 282,000+ visits, 5,000 uses of new subscriptions feature, and 50x mobile engagement increase in launch week.
- Implemented flexible design system accommodating SharePoint constraints while delivering excellent user experience.

Giffords: Courage To Fight Gun Violence (Nominated for Webby Award)

- Created modular design system for storytelling- and resource-focused advocacy platform.
- Updated IA to improve navigability while complying with regulatory requirements for dual 501(c)(3)/501(c)(4) operations.
- Enhanced usability for advocacy tools and resource access while maintaining narrative coherence.

AREA 17, Brooklyn, NY	Jun 2015—May 2019
Product Director	Jan 2019—May 2019
Product Strategist	May 2017—Jan 2019
Interface Engineer	Jun 2015—May 2017

Led product and experience strategy and account relationships for digital projects totaling \$2M+ in budgets. Spearheaded data analytics practice, creating new framework for identifying and measuring clients' KPIs. Featured projects include:

Open Society Foundations (Recognized as Webby Honoree)

- Led product strategy for global philanthropic institution during major digital transformation and institutional rebrand.
- Guided change management for complex global organization, helping transform public understanding of the organization through strategic digital storytelling.

Princeton University Press (Nominated for Webby Award)

- Established strategic direction for mission-driven cultural institution, serving diverse stakeholder groups including authors, academics, staff, and customers.
- Achieved exceptional product outcomes, including 124% conversion increase, 42% pageview growth, 50% session duration improvement, and 50% bounce rate reduction.
- Conducted stakeholder interviews, tree testing, and usability research to drive user-centered design decisions.

Skills and Tools

UX & Design Systems: Figma (Advanced), Systems Thinking, Component-Based Design Systems, Design Tokens, Information Architecture, User Journeys, Interaction Patterns, Prototyping, Accessibility (WCAG 2.0)

Research & Facilitation: User Testing, Tree Testing, Stakeholder Interviews, Workshop Facilitation (Miro), Analytics, A/B Testing, Conversion Optimization

Design & Brand: Typography (I designed the typeface used here, titled Rhombus), Brand Guidelines, Visual Identity Systems, Adobe Creative Cloud

Leadership: Cross-Functional Team Leadership, Design Mentorship, Senior Stakeholder Communication, Agency Client Management, Budget Management

Web Development: HTML/CSS, JavaScript, Python, CMS Implementation (WordPress, Twill, SharePoint), Responsive Design, Webflow

Education

TypeWest — Typography Design Certificate	2023
University of California, Berkeley — Master of Information Management and Systems (Degree Paused To Pursue Professional Opportunities. GPA: 4.0)	2020
App Academy Bootcamp — Software Development	2015
New York University — Bachelor of Fine Arts in Drama, Minor in Web Programming and Applications	2011