

SUMMARY

I am a skilled product leader who excels at transforming complex problems into simple, user-friendly solutions. I thrive in roles that allow cross-functional collaboration with Product and Engineering teams. With over 10 years of experience in product design, I have led projects from concept to implementation. My consumer-focused solutions have positively impacted millions of users.

WORK EXPERIENCE

FEVO

Consultant Director of Product Design

Feb 2024 – Jun 2024

FEVO is helping the world's biggest brands reimagine online shopping by making every e-commerce site a social, interactive destination.

- Led design and implementation of a social e-commerce platform for live music event tickets, allowing users to invite friends, chat, and organize event attendance.
- Collaborated with cross-functional teams to create a seamless user experience.
- Conducted user research and usability testing to refine design solutions.
- Created wireframes, mockups, and prototypes to communicate design concepts.
- Analyzed user data to identify and address pain points.

IronVest

Director of Product Design

Apr 2022 – Nov 2023

IronVest is a biometric fraud prevention platform and super app that secures your digital accounts and personal data.

- Worked directly with the CEO, CTO, and pivotal stakeholders, orchestrating the development of a highly impactful, customer-focused platform that seamlessly serves a user base exceeding 300k
- Led product design and strategy for multiple browser web extensions, webapp, and mobile apps (iOS & Android)
- Revamped all design assets for Blur after it was acquired by IronVest
- Created a design template that the CEO used for selling IronVest assets to third-parties
- Crafted a distinctive user experience for a keyless crypto wallet, enabling new users to seamlessly store crypto through IronVest's patent-protected biometric system

Painted Countertops

Design Consultant • Freelance

Mar 2020 – Mar 2022

Painted Countertops offer a hassle-free, cost-efficient solution to improve the aesthetics of our customers' existing countertops without any demo work.

- Designed all product and marketing assets, including web, mobile, and tablet experiences
- Created proprietary intake forms that drove over 200k+ in revenue for the company

Leader Bank

Senior Product Designer

Feb 2017 – Mar 2020

Leader Bank is a multi-billion dollar financial institution in the greater Boston area that prides itself on fostering growth in surrounding communities by providing customer-centric products and services.

- Designed new features across web and mobile through fast-paced iterations, which were based on customer feedback, usability tests, and leadership guidance
- Created wireframes, mocks, and pixel-perfect HTML to build cohesive UI flows for customers
- Organized bi-weekly usability test and design sessions to build a close relationship between QA, Engineering, Design, Product, and Leadership

- Conceptualized, designed, and implemented several of the company's products (ZRent, ZDeposit, Leader Loan Center, ZSuite Technologies), which impacted millions of people daily (this also includes the flagship Leader Bank website - www.leaderbank.com)

Alignable

Jan 2016 – Feb 2017

Senior Product Designer

Alignable is an online network where small business owners across North America drive leads and prospects, generate referrals, build trusted relationships, and share great advice.

- Worked side-by-side, and mentored by, highly seasoned President (Invisalign Co-founder, Oscar winner) to build a customer-focused platform that serves 3 million members monthly
- Incorporated lean startup methodologies by designing products through rapid iterations and A/B testing features to identify the value proposition and obtain the right product market fit
- White boarded low fidelity wireframes to shepherd updates from ideation, to design, to development, to testing, to mass adoption

The Bar Trivia App

Jan 2015 – Mar 2016

User Experience & Design Lead

Bar Trivia App leverages technology to facilitate bar trivia interplay

- Helped raise 300k+ in funding from angels and entrepreneurs
- Conceptualized, designed, and developed the entire front-end experience for bar trivia players on iOS and Android, as well as contributed to the design on the web app for bar trivia hosts

Augo, Inc.

May 2013 – Jan 2015

Senior User Interface Designer

Augo transforms outdated entertainment into interactive experiences through augmented reality

- Helped raise 100k+ in funding from entrepreneurs and investors
- Created concept art for media kits used in enabling Sales teams to pitch to Fox Sports, Bloomberg, and GM
- Worked with CEO and COO to create design frameworks for AR concepts used on major TV shows in Singapore

XO

Jan 2015 – Dec 2015

Product Designer

XO, a subsidiary of Set Me Up, is an app that lets you ask questions and seek advice from people nearby

- Key driver in user experience strategy, driving all product and design decisions based on usability, intuitiveness, consistency, innovation, and time-to-market
- Led concept and design for split-testing XO (a feedback app) with Singled Out (a dating app), implementing agile development, style guides, A/B testing, and other lean startup practices

Singled Out App

Jun 2014 – Mar 2015

Product Designer

Singled Out, a subsidiary of Set Me Up, is an app that lets girls ask questions and eliminate guys based on their responses

- Helped mentor junior graphic designers on the team
- Accelerated growth of app by implementing simple, user-focused designs that helped scale to thousands of college students across the country
- Key player in driving UX strategy, supporting all product and design decisions based on usability, intuitiveness, consistency, innovation, and time-to-market

SetMeUp

Jun 2011 – Jun 2013

Senior Graphic Designer

SetMeUp, a subsidiary of Set Me Up, is a dating app that lets users connect through mutual friends

- Promoted to Senior Graphic Designer within one year
- Utilized Photoshop and Illustrator to create clean and simple designs for web app that sat on Facebook canvas

- Developed wireframes and style guides to help build a cohesive UI architecture and interaction flow on the app

EDUCATION

Professional Certificate in Digital Game Development and Interactive Design

2008 – 2010

Southern Methodist University - Guildhall

Coursework Included:

- Game Design, Game Art, Game System Integration, Game Studies,
- Programming Foundations (C++, Visual Studios, Kismet)

ADDITIONAL SKILLS AND ACTIVITIES

- Proficient in Figma, Sketch, Adobe Creative Suite, and several other prototyping, design, visualization, and efficiency tools such as JIRA, Confluence, Notion, Ballpark, User Testing, Marvel, Fullstory, and Heap.
- Excellent writing, analytical, problem-solving, communication, organization, interpersonal, and presentation skills
- Toastmasters: MIT program 2012 – 2014