

Senior UX Designer with a decade of design experience, including 5+ years leading product design and marketing experiences that drive engagement, adoption, and business value. Shaped AI product direction at TSIA, including its first AI features. Certified in accessibility (CPACC). Skilled in UX design and research, AI product design, design systems, accessibility, prototyping, and cross-functional collaboration. Two-time award recipient for design excellence and cross-functional impact.

EXPERIENCE

TSIA

Senior UX Designer and Researcher, Product

Sept 2024 - May 2026

Led UX strategy and end-to-end design for TSIA's SaaS platform, including its first AI product, AI Inquiry. Focused on shaping AI-driven member experiences across core workflows and engagement loops.

- Defined conversational AI interaction patterns including input flows, response evaluation, and feedback loops
- Drove product impact including +69% active users (2,641 → 4,458) and 2x increase in weekly paid-user engagement
- Led continuous discovery through user research, testing, and prototyping to reduce product risk across the platform

Senior UI/UX Designer, Marketing

Feb 2024 - Sept 2024

Led UI/UX for tsia.com during a company-wide rebrand, translating new brand direction into website experiences using Webflow, Builder.io, HTML, and CSS.

- Directed design strategy for tsia.com 2.0, defining the visual language for TSIA's broader rebrand.
- Delivered the Research Journeys microsite on time, maintaining quality and stakeholder alignment through shifting priorities.
- Earned the Rising Star in Design Excellence Award for design leadership and cross-functional collaboration on the tsia.com relaunch.

UI/UX Designer, Marketing

May 2022 - Feb 2024

Led web design projects across tsia.com from planning through launch, collaborating with developers and marketers to improve usability, consistency, and delivery speed.

- Led 35+ web and microsite projects from discovery through launch, modernizing UX patterns across tsia.com.
- Built and launched multiple Builder.io microsites, partnering with developers on custom functionality.
- Awarded Star Partner for collaboration and delivery on key marketing initiatives.

Liquid Web

Digital Designer, Marketing

Jan 2022 - May 2022

Led creative efforts for Liquidweb.com in the marketing department to develop on-brand creative solutions for a variety of uses: websites, email templates, social media graphics, brand campaigns, content marketing assets, short-form videos, and display advertising. Refreshed online branding across various media platforms.

- Created wireframes and responsive design layouts in Adobe XD with a focus on UX and web accessibility standards.
- Worked closely with other internal design teams to create and maintain brand design systems and standards improving consistency between the marketing and product.

Marketing Web and Content Specialist

April 2021 - Jan 2022

Designed UX and digital assets, managed updates, and requests for Liquidweb.com and associated digital properties with a focus on driving inbound organic leads & conversion. Implemented content adjustments of new and existing pages on Liquidweb.com.

- Designed digital media assets for web, social, and other marketing materials.
- Created wireframes and design layouts of web pages with a focus on UX and SEO

Tamman

Designer (Contract)

Jan 2021 - April 2021

Produced custom vector illustrations and directed conceptual development for the Tamman brand.

Team Success Coordinator

Dec 2019 - Jan 2021

Developed accessibility-focused content for web and social, and directed storyboard transitions for custom videos.

University of the Arts

Administrative & Student Services Roles 2014-2019

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts, Illustration

University of the Arts • 2015

Web Design Certificate

University of the Arts • 2019

Certified Professional in Accessibility

IAAP • Oct 2020 – Oct 2026

UX Design On-Demand

General Assembly • 2023

Lean UX and Agile

NNGroup • 2024

SKILLS

UX Strategy, Design, and Research: Lean UX, AI Product Design, Information Architecture, User Interviews, Journey Mapping, Design Thinking, Wireframing, Prototyping, Interaction Design, Visual Design, Responsive Design, Design Systems

Accessibility: WCAG, Accessibility Audits, Inclusive Design

Tools: Figma, Webflow, Photoshop, Illustrator, ChatGPT, Claude, HTML/CSS