

## Experience

### Nordstrom

**Lead UX Designer, Design Systems & Content Management System** • Jan. 2023 – Present

**Senior UX Designer, Design Systems** • Jun. 2021 – Jan. 2023

#### *Design Systems:*

Launched Nordstrom's first-ever design system, unifying design across 2 brands, 3 platforms, and multiple user types.

Improved design/engineering efficiency by 30%, generating \$3M in annual EBIT savings. Drove \$40M in EBIT gains in 2024-2025 through A/B tests leveraging the design system.

Defined design token architecture, naming convention & theming strategy. Scaled token adoption across 15+ teams to enable company rebrand across web, iOS, and Android.

Led UX org's transition from Sketch to Figma, including library architecture, migration of component libraries, and education efforts.

Established frameworks and processes including requirements templates, component documentation templates, and design token versioning guideline.

#### *Content Management System (CMS):*

Reimagined the company's approach to content management, aligning the organization to a modern CMS (Sanity) to accelerate content delivery at scale.

Reduced content production time by up to 53%, saving an estimated \$372K in labor annually and enabling the migration of 300+ pages to the new CMS in less than 3 months.

Drove \$53M in incremental demand across experiences powered by new CMS.

Designed composable UI components to render all editorial content across 2 brands and 3 platforms. Defined a method for CMS data to control design system color themes.

Created and regularly presented educational decks & materials, framing complex topics like composability into more accessible terms to onboard Marketing, Creative, and UX teams.

### Syngenta

**Lead Product Designer** • Mar. 2019 – May 2021

**UX Designer, Innovation Lab** • Aug. 2017 – Mar. 2019

**UX Design Intern** • Apr. 2017 – Aug. 2017

Led the creation and evolution of the design system. Defined component structure and Figma library structure. Set up operational processes to track priorities and status.

Led design for products related to sales enablement, product recommendation, and geospatial data across web and native iOS platforms.

Facilitated Design Sprints and other workshops to foster an open design process. Coached others how adopt these methods on their own.

## Education

### University of Illinois at Urbana-Champaign

**B.S. in Psychology, Intradisciplinary Concentration** • Aug. 2014 – Dec. 2017

Minor in Art+Design

### AJ&Smart Design Sprint Masterclass

**Design Sprint Facilitator Certificate** • July 2018