

SUMMARY

Senior Product Designer with over six years of experience driving scalable, user-centered design strategies that significantly contribute to business growth. I specialize in creating scalable design solutions that leverage AI to drive innovation and enhance user experiences. Expert in leading cross-functional teams, integrating AI capabilities into product design, and delivering 0-1 products that align with strategic business objectives.

- **Design Leadership:** Lead the integration of AI technologies into product design, transforming complex data-driven insights into intuitive, user-friendly interfaces.
- **End-to-End Product Design:** Extensive experience managing the full product lifecycle, from ideation to implementation, with a focus on AI-enhanced customer-facing applications.
- **Collaborative AI Innovation:** Excel at collaborating with product managers, data scientists, and engineers to define AI functionalities that elevate the user experience.
- **Design Systems Architect:** Architected design systems that incorporate AI components, streamlining development processes and ensuring consistent, high-quality outcomes.

EXPERIENCE

Housecall Pro (SaaS, iOS, B2C)

Senior Product Designer | 2024 - Present

- Spearheaded the design of AI-driven solutions within the product, leading to improvement in user efficiency and support allowing the company to move away from 3rd-party integrations.
- Led the complete design and execution of AI-enhanced features, from initial ideation through to final implementation, impacting core product teams and resulting in a 38.45% avg. feature retention rate.
- Owned the branding and UX strategy for AI-focused initiatives, resulting in a 25% conversion rate for our product waitlist with over 4,500 users signed up.
- Collaborated closely with core teams to ensure seamless integration of AI solutions, driving an AI-first initiative across the company.

Creator Deck (Startup, SaaS, MarTech)

Product Designer | 2022 - 2023

- Co-owned and led SaaS product decisions through a custom validation process. I worked closely with engineering on prioritizing small and large-impact projects.
- Created the foundations of a design system, making design shipments more efficient for the engineering team.
- Owned end-to-end UX, UI, and user research at the company.
- Redesigned an app that improved the efficiency of submitting content and invoices by 15%.

Commonwealth (Finance, SaaS, B2B)

UX Designer | 2018 - 2022

- Designed, coded, and documented a design system for building websites, which resulted in a 50% reduction in time spent creating sites.
- Collaborated with stakeholders and product owners to create user flows, wireframes, and prototypes for a new MarTech app product.
- Conducted user interviews that deepened our understanding of the financial industry and produced insights into feature-set priority.
- Consulted financial advisors on content strategy and UX strategy to support their business goals.

Smart Rabbit (Startup, Consulting, B2B)

UX/UI Designer | 2018 - 2022

- Consulted clients on utilizing UX design as an effective marketing tool to grow their businesses.
- Created websites and landing pages for digital ad campaigns, resulting in 5-12% conversion rates.
- Aligned clients' acquisition strategies with their users' goals to increase engagement by 20%.

EDUCATION

Bachelor of Arts in Communication | *University of Massachusetts Boston*

SKILLS

HTML/CSS, UX/UI Design, UX Writing, User Research, User Interviews, Design Systems, Wireframing
Prototyping, Product Management, Interaction Design, Figma/FigJam, Adobe Creative Suite, Jira