

about

Product design leader with a track record of building teams, shaping product strategy, and delivering impactful experiences for mission driven companies.

experience

EverBright | B2C & B2B Solar & Financing

Dec 2024 - Present

Product Design Director

- Set and upheld the quality bar for Product Design across all EverBright B2B and B2C products
- Collaborate closely with product team to set the product strategy for B2B and B2C products
- Conduct in person and remote workshops for internal teams and external customers.

Aug 2023 - Nov 2024

Product Design Manager

- Hired and managed team of 10 designers
- Established design standards for growing design team
- Set the foundation for the development and adoption of EverBright's first design system
- Defined operating model and career ladder
- Presented to C-Suite and at company-wide retreats to advocate and educate on design related topics

Jan 2022 - Aug 2023

Product Design Lead

- Lead design and research sprints on key initiatives working closely with the product teams to design technically feasible solutions.
- Hired and managed a small team of designers
- Executed Product Roadshow to conduct user research.
- Supported rebranding efforts across EverBright's B2B platform

UX/UI Consultant

Nov 2020 - Dec 2022

UX/UI Consultant

- Lead UX/UI concept through completion for wellness, political, activism, nonprofit, and climate-focused organizations.
- Built websites on WordPress

The Flowered Life | CPG Brand in Wellness

Oct 2015 - May 2021

Product Designer | Founder

- Developed product line and go to market to strategy
- Authored and executed product roadmap
- Tripled revenue in 1 year
- Managed staff of 5 for manufacturing and distribution

skills

User Flows

Product Strategy

Storytelling

Wireframing

Persona Development

Prototyping

Information Architecture

Sitemaps

Customer Journey Mapping

Usability Testing

Qualitative and Quantitative Research

tools

Figma

Dovetail

UseBerry

Canva

MS Office

Sketch

Atlassian

Miro

certifications

500hr UX Academy

Design Lab

SCRUM Master

SCRUM Institute