

EXPERIENCE

Better Mortgage

New York

Lead Product Designer

Nov 2025 - Present

- Lead end-to-end design strategy for borrower and internal mortgage experiences, partnering with product and engineering leadership to define roadmap priorities and UX direction across multiple product surfaces.
- Drive evolution of the design system and scalable component frameworks, improving consistency and accelerating cross-team delivery across product and marketing workflows.
- Own complex, high-impact initiatives from discovery through launch, translating business goals and user insights into shipped experiences with measurable product outcomes.

Lead Designer

Dec 2022 - Nov 2025

- Launched 5 creative campaigns, 20+ landing pages and ship 40+ emails, while working with 5 cross-functional teams.
- Established an email design system and modular templates for CRM, resulting in a 40% reduction in email production time and maintaining consistent branding across all customer communications.
- Led a team of junior designers to create engaging display banners and refined product enhancements leading to a 20% improvement in customer retention.

Senior Designer, Creative

Dec 2021 - Dec2022

- Created 10+ A/B testing plan with 100k+ target audience to improve landing pages experience.
- Directed and produced a series of educational videos and micro animations, generating a 30% increase in user comprehension and adoption of key product features.
- Designed and optimized onboarding flow, which increased registration by 52% and account completion by 35%.

Feast & Fettle

Remote

Director of Design & UX

Nov 2020 - Nov 2021

- Developed and launched a comprehensive branding strategy, resulting in a 20% increase in brand recognition and a 15% growth in customer engagement.
- Collaborated cross-functionally with tech agency, marketing, and executive leaderships to launch F&F Select, and Rewards & Referral Program and received 43% increase in account creation.
- Implemented and developed new features for the F&F Blog, contributed to a 129% increase in web traffic.

Jet Set Candy

New York

3D Designer

Oct 2016- Jun 2017

- Utilized Rhinoceros 3D, Photoshop and Illustrator to create visually appealing store renderings and display concepts.
- Edited images and graphics to maintain consistency with the brand identity and messaging.
- Worked closely with marketing and creative teams to brainstorm ideas and execute visual concepts.

EDUCATION

Parsons School of Design

MFA Design and Technology, 2018-2020

BFA Product Design, 2012-2016

Cologne International School of Design

Exchange Program, 2015

CERTIFICATE

Introduction to Front-End Development

Meta, Feb 2024

The Fundamentals of Digital Marketing

Google, Jun 2020

SKILLS

Software

Figma, Sketch, AfterEffects, Photoshop, Illustrator, InDesign, Premiere Pro, Rhinoceros 3D, Fusion 360, KeyShot, Unity, MadMapper

Code / Programming

HTML, CSS, JavaScript, p5.js, Processing, Arduino, OpenFrameworks (C++)

AWARDS

MFA Parsons Dean's Scholarship

2018-2020

BFA Parsons Dean's Scholarship

2012-2016