

As an accomplished design leader, I'm dedicated to harnessing the principles of storytelling, user-centered design, and design thinking to craft innovative brands, scalable design systems, and user-centric products. I aim to always lead design initiatives that not only meet business goals and industry demand, but also provide world-class end-to-end user experiences.

Experience

Guac Studio | Founder

May 2023 - Present | Remote, USA

Led discovery workshops for organizations in various industries (i.e. web3, early childhood education, & real-estate) to align internal/external stakeholders with company goals and values. Directed the overall design strategy to evolve the companies' brand identity, web storytelling, and ensure consistency across all touch-points. Managed and mentored teams of designers; providing constructive feedback to foster a creative, collaborative, and innovative environment. Presented timelines, design concepts, and progress to clients as well as external partners to secure buy-in and drive project momentum.

Gitcoin | Lead, Product Design

Apr 2022 - May 2023 | Remote, USA

Spearheaded the transformation of the Grants Program from a centralized monolith to a decentralized protocol. Encompassing three distinct products used to distributed millions of dollars in public goods funding with organizations like UNICEF, Coinbase, and the American Cancer Society using QF/QV mechanisms. My role was also pivotal in pioneering innovative identity verification tools; including Passport, Staking, and Scorer apps, increasing user trust, funds matched per project, and decreasing sybil attacks across the Web3 ecosystem. In one year, I proudly shipped six interoperable web applications.

Hello Alice | Director, Product Design

Jul 2021 - Jan 2022 | Remote, USA

Assessed and restructured the design team, setting clear guiding principles, strategy, and a roadmap aligned with business goals. Implemented data-driven design practices and test planning, optimizing product features based on user feedback and analytics. Spearheaded the successful launch of three new features and an iOS/Android mobile application, focusing on KPIs that boosted user engagement by 22%+ (MAUs), improved personalization features by 45% (ATS), and unlocked new revenue opportunities.

Ility | Lead, Product Design

Nov 2020 - Apr 2021 | Remote, USA

Partnered with sales and engineering teams to strategically rethink a cross-platform redesign of the Asset Management Portal, Tenant Portal, and modular design system to drive a cohesive and intuitive UX across all touch-points. Drove all UI/UX practices, including research, strategy, wireframing, prototyping, and testing; ensuring product features were innovative and deeply aligned with tenant needs and client objectives. Generated detailed sprint plans and design outcome reports that improved cross-functional collaboration achieving a significant reduction in shipping cycles.

Konrad | Manager, User Experience

Oct 2013 - Apr 2020 | NYC, USA

Led process innovation and design leadership for F500 clients such as Deloitte, FedEx, and TD Bank. Successfully pitched and secured multi-million dollar projects by presenting innovative design solutions and strategic insights that aligned with client objectives. Recruited, hired, and mentored top design talent, conducting performance reviews to foster a culture of continuous learning and excellence. Utilized design briefs to provide clear and concise creative direction for three multinational design teams across multiple disciplines. Co-authored UI/UX course syllabuses and streamlined developer hand-off processes.

Education

Purdue University | BA

2010 - 2013

Visual Communication Design

IvyTech Community College | AAS

2007 - 2009

Marketing

Capabilities

- Double Diamond
- Continuous Discovery
- Atomic Design
- Design Thinking (UCD)
- Design Leadership
- Project Management
- Interaction Design
- Adaptability