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academics

Adjunct Professor
Wayne State University
Detroit, MI

Wayne State University | Detroit
Bachelor of Fine Arts in Graphic Design
Cum Laude

experience

FOUNDER & PRINCIPAL DESIGNER

Zyra Design | Jan 2024 - Present

- Led end-to-end design engagements for startups and growth-stage companies, delivering UI/UX solutions that improved user satisfaction, engagement, and KPIs
- Translated ambiguous product requirements into scalable design systems, intuitive interfaces, and cross-functional collaboration strategies tailored to each client's needs
- Drove research-informed design processes across various industries, helping teams align brand, product, and business goals through agile product development and rapid iteration

SENIOR PRODUCT DESIGNER

Route | Jan 2024 - Jan 2025

- Designed intuitive, visually compelling interfaces for mission-critical dashboards and marketplaces, focusing on usability, accessibility, and engagement
- Created user flows, high-fidelity prototypes, and micro-interactions, transforming complex compliance workflows into clear, actionable user experiences
- Collaborated closely with cross-functional teams including engineers and product managers to align technical constraints with user-centered design
- Developed and maintained robust design systems ensuring consistency and efficiency across multiple digital products

LEAD PRODUCT DESIGNER

Edlyft | Jan 2023 - Dec 2023

- Designed scalable UX solutions with a focus on dashboard clarity and interaction design, resulting in acquisition by Google's Tech Exchange
- Conducted user research and usability tests, translating findings into data-driven design decisions to optimize user experience
- Refined information architecture collaboratively, ensuring effective and clear navigation across different user segments
- Led design sprints and iteration cycles, optimizing cross-platform experiences through research-backed improvements

DESIGN SYSTEM SPECIALIST

General Motors | Feb 2023 - Jun 2023

- Managed Cadillac's design system, ensuring consistent visual design, typography, color theory, and interface layout across infotainment automotive dashboards
- Designed interactive in-vehicle user interfaces, incorporating rigorous user research and accessibility standards
- Contributed to the development of UI frameworks, supporting a scalable, component-driven approach to dashboard design

PRODUCT DESIGNER

ToDooly | Oct 2021 - Dec 2022

- Designed user-friendly, visually appealing dashboards focused on enhancing usability and streamlining operational efficiency for B2B clients
- Conducted competitive analysis and user research, applying UX/UI best practices to simplify complex risk management processes
- Worked collaboratively with front-end developers and marketing teams, ensuring design accuracy and effective implementation
- Established and maintained a cohesive design system, streamlining workflows and enabling rapid, consistent interface development across web and mobile applications

GRAPHIC DESIGNER

Skidmore Studio | Dec 2020 - Sep 2021

- Conducted targeted user research to streamline website and print design processes for enhanced engagement
- Developed visual assets grounded in qualitative research, ensuring alignment with client needs and trends
- Collaborated with multidisciplinary teams to produce consistent branding and user interfaces across multiple projects

PRODUCT DESIGN MANAGER

Trace | 2018 - 2020

core skills

Adobe Creative Suite

Figma, Sketch

B2B and SaaS Interfaces

Dashboard & Marketplace UX

User Research & Data-Driven Design

User Testing & Usability Evaluation

Product Roadmap Development

Wireframing & Prototyping

Iteration & Design Reviews

Stakeholder Communication

Information Architecture & Content Strategy

Cross-functional Team Leadership

Responsive & Mobile-First Design

Design Systems & UI Component Libraries