

Creative and results-driven Product Designer with 4 years of experience blending UX design, user research, and project management to deliver clean, user-centered solutions. Experienced in designing and implementing AI-powered products and collaborating with cross-functional teams from concept to launch. Strong design intuition backed by iterative testing, development handoff, and stakeholder communication.

EXPERIENCE

Iris Design Collaborative - *Product Designer / Project Manager*

December 2021 – Present

- Designed and managed 80+ projects across industries including healthcare, agriculture, and B2B — delivering mobile apps, websites, and digital platforms for a wide range of clients.
- Implemented and integrated dozens of AI systems — including generative, conversational, and analytical tools — across diverse client projects to enhance user experiences and streamline workflows.
- Built and launched the agency's current website in Webflow after self-learning the platform, completing it within four months and increasing overall site traffic by 21%.
- Led a small design team on a major website redesign, delivering the project within three weeks and achieving a 27% increase in sign-ups and nearly double the paid subscription conversions.
- Collaborated with multiple engineering teams of varying sizes, methods, and communication styles, developing a strong ability to quickly align and adapt within different team environments.

SimpleTherapy - *Product Designer*

March 2024 – Present

- Led the full redesign of SimpleTherapy's website, driving a 16.4% increase in lead conversions through improved UX, visual hierarchy, and user flows.
- Designed the AI chatbot experience for both the mobile and web app, defining its visual identity, conversational tone, and interaction model to align with brand voice and user empathy.
- Created a wide range of marketing and brand assets including pitch decks, email templates, business cards, and digital campaign materials to support product launches and outreach initiatives.

CardLinq - *Product Designer*

April 2025 – August 2025

- Co-led the end-to-end design process for CardLinq, a B2B AI SaaS platform for digital business cards - transforming early wireframes into production-ready, high-fidelity prototypes in Figma.
- Translated the desktop experience into responsive mobile designs, ensuring UX consistency across breakpoints and helping developers ship mobile features faster.
- Grew the design system to support new product features, strengthening visual consistency and eliminating redundant components.
- Partnered closely with engineers during implementation, leading QA design reviews to catch and resolve usability and visual regressions before release.

SneakPeek - *Lead Product Designer*

August 2022 – December 2024

- Led the end-to-end product design of a mobile-first consumer photo-sharing app, including UX for bulk uploads, collaborative albums, and personalized "life recap" analytics.
- Built a robust Figma design system with detailed developer handoff documentation, specifying interaction logic, backend triggers, and haptic behaviors.
- Ran competitive analysis, usability tests, and QA audits to inform product strategy and ensure design integrity across releases.

EDUCATION

Google UX Design Certificate

Coursera

October 2021

B.A. in Information Technology with Computer Science Minor

Rutgers University - New Brunswick

2017 - 2021

SKILLS

Technical Skills: Figma, Webflow, Adobe XD, Photoshop, HTML, CSS, JavaScript, Asana, Canva, GitHub

Product Design: Design Systems, Designs QA, Dev Handoff, Interaction Design, Wireframing, Responsive Design, Prototyping, Information Architecture, Accessibility Design, Rapid Prototyping, Brand Systems

Research: User Research, Usability Testing, Journey Mapping, Information Architecture, A/B Testing, Competitive Analysis, Research Synthesis, Discovery Research, Problem Framing