

Designing user-centered products by blending high-fidelity craft with strategic logic

Hard Skills

Information Architecture
User-centered Design
Design Systems
Prototyping
Interaction Design
WCAG Compliance
UI Design
Branding & Identity
Visual Strategy
Typography

Soft Skills

Collaboration
Leadership
Problem Solving
Adaptability
Critical Thinking

Tools

Figma
ProtoPie
Webflow
Adobe Creative Suite
Lottie
HTML/CSS

2020-Present

LEAD BRAND & PRODUCT DESIGNER LKH Studio

Sware

- ▶ Optimized information architecture to help inform engineering and marketing directions, resulting in a 20% increase of site traffic and 25% avg. bounce rate improvement.
- ▶ Pivoted market positioning through UX overhaul to highlight core value propositions resulting in 55% improvement of path-to-value (clicks).
- ▶ Audited accessibility across product, aligning brand visuals with WCAG 2.1 standards to improve search visibility .

Heller Agency

- ▶ Designed accessible user flows and high-fidelity prototypes aligned with brand strategy and best UI practices.
- ▶ Championed designs that balanced business objectives with user needs, contributing to measurable UX improvements.
- ▶ Led adoption of Figma standards and systems, improving design-dev collaboration and version control.

2018-2023

SR. ART DIRECTOR Avalere Health

- ▶ Led end-to-end design of two-sided business/consumer multimillion-dollar brand launches, utilizing market research to inform decisions.
- ▶ Informed early product roadmapping through brand strategy, market analysis, and scalable design system foundations.
- ▶ Built a modular design system and UI kit that reduced mockup time by 80% and improved cross-team alignment.
- ▶ Collaborated between 40 cross-functional, cross-team peers to present projects to key stakeholders, ensuring alignment internally with business goals and market research.

EDUCATION & CERTIFICATIONS

Design Systems Memorisely

Human Computer Interaction The Interaction Design Foundation

Accessibility The Interaction Design Foundation

Bachelor's of Arts, Graphic Design University of the Arts