

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

2020-Present

LEAD PRODUCT DESIGNER LKH Studio

Sware

- ▶ Optimized information architecture to help inform engineering and marketing directions for conversion optimization, resulting in a 20% increase of site traffic and 25% avg. bounce rate improvement.
- ▶ Pivoted market positioning by conducting user research and usability testing to inform end-to-end product design 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 product development of two-sided business/consumer multimillion-dollar brand launches, utilizing market research to inform decisions.
- ▶ Informed early product lifecycle through brand strategy, market analysis, and scalable design system foundations.
- ▶ Built a modular design system containing design tokens with component architecture 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

Hard Skills

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

Soft Skills

Cross-Functional Alignment
(PMs, Engineering, Data Science)
Leadership
Problem Solving
Adaptability
Critical Thinking

Tools

Figma
ProtoPie
Webflow
Adobe Creative Suite
Lottie
HTML/CSS