

EXPERIENCE

Product Designer / WynnBET MARCH 2022 - OCTOBER 2023

- Co-led the redesign of WynnBET’s legacy interface, creating a more engaging user experience and new features for Sports & Casino.
- Served as the design lead within an agile framework, collaborating with product managers, internal and third-party developers, marketing, and compliance teams.
- Created journey maps, user flows, and product visions that aligned with business objectives, ultimately delivering final high-fidelity designs across multiple platforms (Desktop, Mobile Web, iOS, Android).
- Successfully coordinated efforts to launch the new product in multiple states.
- Established a comprehensive design system to maintain consistency across state-specific regulations.
- Contributed to marketing efforts by designing promotional landing pages with Unbounce, resulting in increased visibility for new features.

Web Producer / GQ Magazine MARCH 2015 - MARCH 2022 (New York City, NY / Hybrid)

- Managed website deliverables, consistently meeting tight daily and weekly deadlines for articles, galleries, and e-commerce products.
- Designed lead art for web stories, enhancing engagement by incorporating compelling visuals.
- Transformed print stories into web-optimized versions using CMS markdown, ensuring content was interactive and aligned with GQ’s digital voice.
- Leveraged data analytics to optimize daily homepage updates, leading to improved reader engagement metrics.
- Collaborated with the editorial team on newsletters, boosting open rates and reader interaction.

Tablet Producer & Designer (Contractor) / Glamour Magazine AUGUST 2013 - MARCH 2015 (New York City, NY)

- Transformed monthly print issues into interactive digital layouts, enhancing reader engagement on iPads and Nooks.
- Collaborated with design teams to create innovative, engaging tablet experiences, meeting stringent bi-weekly deadlines.
- Delivered final assets to publishers such as Apple and Amazon immediately following print release, ensuring a seamless digital experience for readers.

EDUCATION

General Assembly
User Experience Design

(New York, NY) 2017

School of Visual Arts

Bachelor Degree : BA Graphic Design
(New York, NY) Class of 2013

SKILLS

UI Design | Research |
Wireframing | User Flows |
Usability Testing | Branding |
Content Strategy |
Design System |
Ability to adapt to any CMS

TOOLS

Figma | Adobe CS | Zeplin | JIRA |
Confluence | Unbounce | Midjourney |
Webflow | ChatGPT Prompt Engineering