

Experience

Lead Product Designer, FalconX

New York, NY + San Mateo, CA / mar 2023 - present

- Established and led FalconX's first in house design team; built the design system and design processes used across all institutional products, and partner with executive leadership on roadmap prioritization and resourcing
- Led design of a self serve Options RFQ platform, cutting trade execution from ~30 minutes over chat to ~30 seconds using UI; grew from zero to 40+ institutional clients trading weekly and \$2B+ in notional within 11 months
- Designed the Real Time Risk Limits platform: live counterparty exposure monitoring with graded alerts and two person approval workflows, 100% of limit changes now happen on UI with the engineering edit path retired, replacing email escalation with an audit ready trail
- Designed the Unified Trade Blotter, collapsing five trading systems into one screen, traders now view, book, edit, and cancel every transaction type in one place instead of working across five tools
- Led FalconX 360 redesign: trading and reporting platform initiative improving reporting and navigation, validated through user research
- Designed verification and whitelisting system supporting compliance onboarding across stakeholders
- Designed FalconX Custody, a digital asset storage solution integrated with the trading suite, and the Loan Management System covering loan origination and servicing

Product Designer, 21.co

New York, NY / apr 2022 - feb 2023

- Led design of OEMS trading platform: order management and execution workflows built through user research and stakeholder collaboration
- Contributed to 21Shares website redesign, improving conversion through competitive analysis and design system implementation

Product Designer, Freelance

New York, NY / dec 2019 - apr 2022

- Client work across fintech, web3, and consumer products, including a gamified liquid staking platform and a retail kiosk checkout redesign that lifted sales 12.5%

Education

B.A. Psychology

New York, NY / jan 2018 - dec 2021

CUNY Hunter College

UX Design Certificate

New York, NY / jan 2021 - may 2021

General Assembly

Skills

UX Protocols

Survey / Interview / Contextual inquiry / Card sorting / Usability test / Persona / Empathy Map / User Journey Map

Design Tools

Figma / Adobe Creative Suite / Webflow