

Work Experience

MAR 2023 – Present

Shipt – Senior Product Designer

- Leading the discovery and design for new features in our CMS; Roles and Permissions, Dashboards and approval process
- Primary designer of our CMS tool, developing new features that provide better self service webpage management
- Developed a workflow for our internal agents that helped the business save ~\$90,000 annually on fraud
- Built the user experience flow for our chatbot that allowed customer intake to increase by 94%
- Led the integration between a Unified CXM platform and the admin tool to increase efficiency and save ~\$65,000 annually for our business
- Mentor designers in fostering professional growth with their craft and their design impact within crossfunctional teams.

NOV 2021 – DEC 2023

MonetizeNow – Design Lead

- Developed detailed design deliverables, including high fidelity user interface designs and interactive prototypes, improved in-app usability by 75%.
- Facilitated user research and stakeholder feedback sessions for product feature improvements focused on user needs, resulting in 80% user adoption and increased customer satisfaction.
- Partnered with Backend, Frontend, and Sales teams to create detailed design deliverables, resulting in a 15% increase completion of product tickets
- Developing the design system for the entire platform, creating end-to-end detailed design deliverables that shape our digital products.
- Collaboratively worked with cross-functional teams to contribute to design libraries and style guides, resulting in a 25% more efficient design process.

JUL 2019 – NOV 2021

eHealth – Senior Product Designer

- Designed an educational and informational website for people New to Medicare that increased customer acquisition by 18%
- Contributed to the development of onboarding features that onboarded 1,600 agents seamlessly, resulting in a 25% reduction in onboarding time.
- Improved sales process efficiency by conducting user and usability research focused on customer needs and by conducting over 25 A/B testing sessions.
- Transformed complex problems into effective design solutions; owned end-to-end process and improved design libraries for 80% revenue product.
- Streamlined licensing and certification process for 1,000+ sales agents through internal tool redesign
- Developed 9,100 emails for back office engine users, driving higher click-through rates and conversion.
- Designed the first ever eHealth Blog site using Figma resulting in a 50% increase in website traffic.
- Collaborated with the User Research team to conduct user research and usability testing to enhance user experience (UX) before critical product launches.

JUN 2017 – MAR 2019

Skillz.Inc – Product Designer

- Developed and implemented an integration tool, enabling successful launch of 20+ games within 3 months.
- Collaborated with the product marketing team to launch successful go-to-market campaigns, resulting in 70% increased conversion with game integrations
- Boosted customer retention by developing a game developer forum with over 200 monthly users.
- Worked closely with the analytics team to measure success metrics both qualitative and quantitative data for post-launch success on the web platform.
- Developed and maintained the company website using PHP, HTML and CSS with 300 - 1000 daily visitors

EDUCATION

B.S. Computer Science – 2015