

EXPERIENCE

SENIOR EXPERIENCE DESIGNER | VERIZON MAY 2022 - PRESENT

- Led iterative design improvements to the cart experience, analyzing user feedback to streamline the flow and resolve past complexities. Applying learnings from the initial MVP to inform ongoing enhancements.
- Enhanced scalability for the free smartphone gridwall by designing a toggle feature highlighting trade-in eligible devices, improving conversion rates by ~5% across upgrade opportunities, valued at ~\$50M in 2023.
- Led design decisions for the Verizon Visa Card project by analyzing user test data on cost estimate calculators to address customer confusion around savings. Collaborated with content design to create transparent and marketable messaging. Partnered with business and creative teams, providing wireframe updates and conducting external research to validate budgeting behaviors for credit card adoption, informing the final design.

UX DESIGNER | KODECO INC. (CONTRACT) MAR 2021 - DEC 2022

- Prioritized student-focused features by analyzing feedback and aligning top requests with engineering capacity. Advocated for roadmap decisions that supported retention and revenue goals, balancing marketing-driven lead generation with essential product improvements.
- Reduced cohort switches and cancellations by improving onboarding satisfaction, contributing to retention gains and positive user feedback post-launch.
- Spearheaded the launch of the on-demand bootcamp, defining product vision and collaborating with business and engineering teams to deliver an MVP on schedule, generating a new revenue stream of \$150,000 in 2024 with 100 users.
- Designed the pilot of an in-house student resource platform, transitioning from Google Drive to a HubSpot CMS-integrated solution to resolve permission issues and improve resource discovery.
- Led a phased rollout of the student resource platform, launching a centralized homepage linking to resources and embedding homework/quiz flows into a weekly view, enhancing the user experience.

PRODUCT DESIGNER | FREELANCE AUG 2020 - MAR 2021

- Led user research and prototyping for PairGap's housing portal, identifying key user pain points and iterating on features, delivering a design handoff that directly addressed customer needs.
- Improved marketplace UX for Glou Beauty by conducting competitive research and creating prototypes that streamlined the listing process, resulting in a usability-tested design implemented by the client.
- Collaborated with founders and UX teams on early-stage product designs, delivering comprehensive handoffs aligned with business goals and user insights.

SKILLS

Problem solving | UX design | User research | User interviews | Competitive analysis | Usability testing | Prototyping | PDR documentation | Wireframing | Handoff Documentation | User Flows | User personas

EDUCATION

GENERAL ASSEMBLY — Certificate of Completion, UX Design	2020
SETON HALL UNIVERSITY — Master of Arts, Asian Studies	2014
THE COLLEGE OF NEW JERSEY — Bachelor of Arts, International Studies	2012