

EDUCATION

University of California Berkeley - B.A., Art Practice & Anthropology Berkeley, CA • 2008 - 2012

PROFESSIONAL EXPERIENCE

Linqia / Lead Product Designer - San Francisco, CA • June 2022 – July 2023

- Led the design team by establishing design system standards, processes, and principles to enhance collaboration with engineering, resulting in faster development of features from months to weeks.
- Owned designs for core Workflow features, reducing content review cycles from days to hours.
- Created a Content Review & Influencer Payments feature, saving 40 hours per week in efficiency.
- Designed a lean search feature, reducing Creator/Influencer sourcing time from hours to seconds.

Vungle (now Liftoff Mobile) / Lead Product Designer - San Francisco, CA • February 2017 – May 2022

- Solely created an Advertiser and Monetization Self-Serve & Admin manager, streamlining business operations and lead gen. Enabling rapid deal-making and campaign modifications along with 5x conversions from entry-level tiered customers to later millions of ad revenue spending.
- Products played a critical role during the private equity Blackstone acquisition and Liftoff merger.
- Developed an enhanced bidding & precise targeting feature to modify a single ad campaign at scale resulting in millions in additional Ad Spend and new business.
- Designed automated Ad validation that reduced ad review cycles from weeks to just minutes.
- As a manager, I oversaw product designers, design systems, principles, career tracks, and processes, which led to a significant improvement in the entire design team's skill level. Resulting in 100% retention and a more design-led product approach.
- Designed scalable and highly customizable Reporting pages for easy metric addition via a plug and play backend API reducing the time & cost by more than 50% when new metrics were added.

Bizness Apps / Sr. UI/UX Designer - San Francisco, CA • August 2012 – December 2016

- Redesigned the entire suite of core products and transformed the dated product into a modern one resulting in 40% fewer customer support requests and 15+ new features.
- Conducted usability testing to iteratively improve features for client CSAT score increase of 30%.
- Led the creation of a style guide for all company digital and physical assets.

SKILLS & DESIGN TOOLS

- User Interface (UI), User Experience (UX), Visual, and Responsive Design
- Concept Development, Information Architecture, and Wireframes
- Proficient in Figma & Adobe Suite. Familiar with HTML and CSS
- Design Systems/Tokens, Story-mapping, User Scenarios/Research/Testing, User-flows, Prototyping
- Project and Product Strategy leadership
- Agile, JIRA, Scrum, and Lean Practices