

Experience

New York State Insurance Fund (NYSIF) Oct 2024 - Jan 2025
Product Designer (Contract)

- Led UX/UI, consolidating three mobile apps into a unified experience.
- Simplified key user workflows, reducing task steps by 33% for over 150k policyholders.
- Developed a scalable design system with WCAG-compliant UI components.
- Presented and defended design decisions to stakeholders, incorporating feedback.
- Collaborated cross-functionally with PMs, engineers, and researchers.

Brainvire Nov 2023 - Aug 2024
Senior UX/UI Designer

- Led end-to-end UX/UI for Yokohama, Oncor Energy, Accely, and internal products.
- Redesigned Accely's website, increasing engagement by 104%, form submissions by 44%, and interactions by 23%.
- Enhanced UX and conversion rates through research-driven interaction design.
- Ran Figma workshops, mentored junior designers, and collaborated across global teams.

Bam Digital Feb 2022 - Aug 2023
Product Designer

- Designed 3 MVPs and scalable products for startups, ensuring UX/UI aligned with business goals.
- Led a digital transformation for a sports analytics startup, achieving a 92% user switch rate.

Futureproof Sep 2018 - Jan 2022
Interdisciplinary Designer (Freelance)

- Designed and built responsive Webflow/Wix sites and brand identities for clients of all sizes across industries.
- Provided UX/UI consulting, product strategy, and digital marketing solutions.
- Managed full project lifecycle—from sales to execution—building long-term client relationships.

Skills & Tools

Skills
User Research, Interaction Design, Product Design & Strategy, Design Systems, Prototyping, Mobile App Design, UX Metrics & Analytics, Agile & Design Thinking

Tools
Figma, Figjam, Adobe Creative Suite, Webflow, Google Analytics, UserTesting

Education

B.S. in Marketing Aug 2018 - May 2020
University of Colorado Boulder | Leeds School of Business

A.A in Business Administration Aug 2015 - May 2017
Colorado Mountain College Steamboat