

Experience

Senior Product Designer @ Happy Money, Inc.

Sep. 2021 - Present | Remote

- Successfully spearheaded the end-to-end product design process for Hive's cutting-edge B2B loan trading platform from conception to its beta launch in the market.
- Leveraged user research and feedback to fuel iterative product enhancements, ensuring a seamless user experience.
- Executed the development of impactful Phase 1 & 2 Minimum Viable Products (MVPs) that effectively addressed user requirements and achieved vital business objectives.
- Collaborated on go-to-market strategies, facilitating the successful introduction of the product to an exclusive audience.

Interaction Designer @ Frog

Sep. 2020 - Sep. 2021 | Austin, TX (Remote)

- Collaborated cross-functionally on user research, strategy, and interaction design for digital and connected experiences in FinTech and HealthTech Innovation.
- Collaborated cross-functionally to create several innovative applications, including a smart auto-injector, financial wellness, and streamlined loan application and management system.
- Conducted research and ideation for hospital innovation and healthcare solutions.
- Contributed to enhancing Frog's experience strategy by revamping the external website, rebranding the services section, and creating adaptable brand identity components.

Experience Design Fellow @ FCBx Chicago

Jun. 2019 - Aug. 2019 | Chicago, IL

- Utilized design thinking and experience design frameworks to develop creative digital experiences, experiential marketing campaigns, and TV commercials.
- Collaborated closely with art directors and copywriters to develop highly effective television commercial scripts for top consumer packaged goods brands such as Glad and Pine-Sol.
- Collaborated with advertising experts to develop well-thought-out ideas for immersive events that catered to clients such as Boeing and Blue Bunny.

Email Marketing Coordinator @ G.I.E Media

May 2017 - Aug. 2018 | Cleveland, OH

- Created and implemented effective email marketing campaigns that yielded positive outcomes.
- Created email campaigns focused on users' needs, utilizing front-end coding language.
- Developed automation strategies aimed at enhancing the efficiency of campaigns.
- Consistently enhanced client campaigns by conducting A/B testing and analyzing their performance, which led to open rates that exceeded industry standards.

Digital Marketing Intern @ BrandMuscle

May 2015 - Aug. 2015 | Cleveland, OH

- Developed landing pages and microsites using usability principles and front-end development languages to improve the user experience and conversion rates.
- Designed and developed digital assets for email marketing and social media campaigns (Facebook and Twitter) for our clients, resulting in greater brand awareness and increased social media engagement.
- Conducted A/B Litmus testing and tracked goals, and performance metrics, to help clients improve and refine their email designs and content.
- Spearheaded the company's efforts to shift the use of Flash animation to Javascript, enabling the company to transition to a more modern web technology.

Education

M.S. Business @ Virginia Commonwealth University (Brandcenter)

2020

Bachelor of Science in Technology @ Bowling Green State University

2016

Skills

- Strategy (Product, Innovation & Business)
- Product Vision
- Usability Testing
- Research (Product, User & Market)
- Project Management
- Figma
- Wireframing & Prototyping
- Emerging Technology
- Design System Contribution
- Design Thinking
- Cross-Functional Collaboration
- Workshop Facilitation
- Data Analysis
- Product Compliance
- Product Analytics & KPI Tracking