

## Summary

End-to-end product designer with 12+ years experience shipping products and experiences for startups and massive brands alike, such as The New England Patriots, JP Morgan Chase, Google and NASA.

Built and scaled design processes, design systems, and design teams for several early-stage startups, with a focus on collaboration, compassion, and generating revenue.

## Skills

Interaction Design, User Research & Usability Testing, A/B Testing, Wireframing, Prototyping, Design Systems, Design Tools (Figma, Sketch, Framer, Webflow, Adobe CC), Agile Methodologies, Product Management, HTML, CSS, Javascript, Python

## Experience

### Founding Product Designer

**2023 - 2024**

#### Manara

- Led product design for a double sided marketplace that puts our students in front of talent teams at top tech companies across North America and Europe.
- Partnered with leadership to define our product strategy, aligning business goals with user needs.
- Overhauled our mentorship experience to improve connections between students & mentors and enhance preparation for interviews and job placements.

### Lead Product Designer

**2021 - 2023**

#### Organic Ventures

- Led zero-to-one design for a suite of B2B media apps by conducting user research, creating user flows, wireframes and hi-fidelity prototypes. Led to \$9M in revenue in 2022.
- Worked with product, engineering and company leadership to define our product roadmap and UX vision.

- Coached junior designers and built out our design process to scale with the overall growth of the company.
- Created the Organic design system, establishing consistency in our product's look and feel while significantly reducing development time for features and apps.

## **Senior Product Designer**

**2018 - 2021**

### **Techstars**

- Data-driven design for our accelerator program experience, including our application process, onboarding experience, and education platform.
- Built websites for our partners such as NASA, Google, and JP Morgan Chase, strengthening our brand presence and partnership network.
- Boosted our enterprise conversion rates by 25%, generating \$66M in pipeline opportunities, driving business goals through UX improvements.

## **User Experience Designer**

**2015 - 2018**

### **VictorOps**

- Led user research, and created wireframes and prototypes for web and mobile which led to \$120M acquisition by Splunk.
- Designed our enterprise user journey leading to a \$1.2M increase in revenue.
- Created marketing emails and social graphics (plus the occasional t-shirt).

## **Assistant Webmaster**

**2013 - 2014**

### **New England Patriots**

- Designed experiences for Patriots.com and our mobile apps, as well as email, social, paid media, and digital in-stadium displays.
- Redesigned our eCommerce funnel for the Patriots ProShop site, increasing conversion rates and decreasing cart abandonment through A/B testing.
- Created marketing emails that were sent to millions of inboxes on a weekly basis.
- Designed promotional graphics for digital in-stadium displays throughout Gillette Stadium.