



Award-winning design leader with a proven track record in driving user satisfaction and boosting productivity. Expert in identifying strategic business opportunities and fostering creative excellence via beautiful, relevant and easy-to-use experiences. LA raised, Philadelphia made.

Relevant Experience

PRODUCT DESIGNER

COMCAST • Philadelphia • 2021 - 2023

- Contributed to the successful launch of the Xumo Play TV and mobile app, achieving a 92% user satisfaction rate through enhanced usability, function, and interface design
- Provided ongoing product support by designing, presenting and documenting user flows, prototypes, content design, research, and testing
- Implemented production process in Figma that enhanced the delivery of digital assets to business partners in turn boosting productivity 5x, reducing required resources, and promoting enterprise scale

SENIOR DESIGNER ▸ DESIGN DIRECTION

MEDICAL GUARDIAN • Philadelphia • 2020 - 2021

- Grew, managed and directed a team of 5 creatives by communicating requirements and feedback, providing training and mentorship, and fostering a design lead culture while spearheading art and content
- Led marketing of 3 successful product launches including the best-selling Mini Guardian, MG Move smartwatch, and #1-ranked MyGuardian customer care portal (including original photo and video shoots)
- Led a rapid rebrand and accessibility audit of the company website that passed AA WCAG standards complete with user testing via Hotjar
- Revamped brand via the creation of clean, consistent and communicative guidelines (Frontify,) in addition to an accessible digital design system (Adobe XD,) drawn across web, product, print and packaging design
- Streamlined workflow management by transitioning the team to the Cloud and utilizing a Dropbox filing system, Asana project structure, and process documents to drive efficiencies

PRODUCT DESIGNER

THINK COMPANY • Philadelphia • 2019 - 2020

- Collaborated with stakeholders to improve content structure, usability, and brand integration for enterprise-level software tools in Sketch and InVision
- Introduced a groundbreaking order tracker for Comcast Business and an employee self-service portal for Johnson and Johnson, expanding design library components for both brands

GRADUATE ASSISTANT (DESIGN)

TYLER SCHOOL OF ART • Philadelphia • 2017 - 2019

- Collaborated with faculty to lead critique and discussion of student design work in addition to conducting a bi-weekly portfolio prep lecture
- Art directed social media campaigns that helped grow the department's Instagram over 400 new followers within 5 months

DESIGNER

ONE EIGHTEEN ADVERTISING • Los Angeles • 2017
JOVENVILLE/WE THE CREATIVE • Newport Beach • 2014 - 2016

- Worked closely with team to produce high fidelity design presentations in conjunction with rapid research and conceptual exploration
- Collaborated with stakeholders to improve workflow and content management, increasing project speed and accuracy
- Helped direct, train, and mentor assistants, interns and junior designers

JUNIOR ART DIRECTOR

ALBUM AGENCY • San Clemente • 2012 - 2014

- Built strategic client platforms that helped increase project scope and budget through trusted "brand partnerships"
- Executed design, marketing, and advertising tasks on time and within budget to support stakeholder marketing goals
- Led the creation of brand guidelines, print and digital ad campaigns, social media strategy and packaging design from concept to completion

Education

TYLER SCHOOL OF ART

MFA GRAPHIC + INTERACTIVE DESIGN

CHAPMAN UNIVERSITY

BFA GRAPHIC DESIGN, BA ADVERTISING WITH PR

University of Chester • ISEP Exchange Program (UK)

Product Management Professional Certificate

LinkedIn Learning, Project Management Institute

Skills

CORE COMPETENCIES

Leadership • User Experience • Visual Design • Information Architecture • Storytelling • Research/Auditing • Collaboration

TOOLS

Figma, Adobe Photoshop, Illustrator + InDesign, Asana, Jira, Trello, Confluence, Miro, Airtable, Hotjar, Microsoft Office

Recognition

Marketer of the Year 2021

Medical Guardian

New Talent Annual 2020

Design Category (4) • Graphis

Student to Watch 2019

GD USA Magazine

FLUX Student Design Competition 2018

Social Impact Design • Packaging • AIGA Blue Ridge

Design Achievement Awards Semifinalist 2018

Social Impact Design • Adobe

American Advertising Award 2013 - 2015

District: Silver (1) • County: Gold (2) Silver (1)

Special Projects

PRODUCT INNOVATION CAPSTONE

COMCAST • Philadelphia • 2023

- Participated in a competitive program co-leading the pitch of a product innovation to executive leadership
- Led design and development of product and pitch deck in addition to research and strategic planning
- Key player in bringing major 8 project initiatives to the finish line via cross departmental collaboration and project management prowess
- Concept has potential to revolutionize TV advertising and yield \$27.5 million in revenue within its first 3 years

Community

UX ARCADEMY

COMCAST • Philadelphia • 2023

- Co-led the design and development of a local game design bootcamp that empowers ambitious, tech-minded teens to conceptualize, design and code an original game under the guidance of industry mentors