



Work Experience

Product Designer

SmartAsset | Financial Technology | Mar 2022 - Jun 2023

- Assessed 7 high-traffic advertorial landing pages and created templates to optimize UX and align with the company's rebranding efforts which resulted in \$225K in monthly revenue uplift.
- Redesigned savings rate table feature and best bank account pages to optimize for mobile which resulted in a 35% increase of CTR month-over-month and \$15K in monthly revenue uplift.
- Led design for 7 new features for the primary product, the advisor matching service, by planning the roadmap, designing, coding (HTML/CSS), and A/B testing to improve testing velocity and reduce tech resource dependency.
- Created and distributed style guide across 9 departments which improved the consistency of design practices at SmartAsset.

UX/UI Designer

Help Test Bay Area | Non-Profit, Healthcare | Oct 2021 - Mar 2022

- Revamped the website to highlight community impact, streamline volunteer sign-ups, and optimize donation call-to-actions.
- Maintained stakeholder alignment by presenting research and design progress via weekly check-ins with the team.
- Established a foundational design system and design processes to ensure scalability and sustain progress beyond project completion.

Product Designer

Freelance | Beauty, Non-Profit | Nov 2020 - Mar 2022

- Guided qualitative and quantitative approaches for user research and product strategy, while also designing and prototyping digital experiences for local businesses and non-profit organizations.
- Designed a responsive website for a local hair salon to increase visitor traffic and bookings.

Business Development Representative

Square Inc. | SMB, Restaurants | Jul 2019 - Sept 2020

- Owned the prospecting, outreach, and discovery of businesses upwards of \$5M in yearly revenue.
- Generated 140+ qualified sales opportunities within the first 6 months with the team.
- Developed targeted sourcing strategies through cross-collaboration with product owners and sales team which increased overall outreach efficiency.
- Conducted user interviews with restaurant owners to identify users goals and pain points, advocating for user-centric enhancement with the product teams.

Business Development Consultant

Oracle Corporation | SAAS | Aug 2018 - Jul 2019

- Collaborated with engineers' cross-functionality to identify and understand customer pain points.
- Suggested IT solutions to solve for organizational problems and allow for more efficient business processes.

Contact

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Education

DesignLab UX Academy

Oct 2020 - Sept 2021

Completed over 480+ hours of UX/UI design coursework

The University of Georgia

Aug 2014 - May 2018

B.A. in Economics

Certificate in Legal Studies

Skills

Design

Product Thinking

Product Strategy

UX Design

UI Design

Wireframing

Prototyping

User Journey Mapping

Persona Development

Information Architecture

Task & User Flows

Research

User Interviews

Surveys

Usability Testing

A/B Testing

Competitive Analysis

Card Sorting

Affinity Diagramming

Technical

Figma

HTML

CSS

Optimizely

UserTesting

Blueshift

Jira