

EDUCATION

Brown University

B.A. in Urban Studies
Class of 2017

Relevant Coursework

Psychology, Sociology,
Social Psychology, Statistics,
Anthropology

Birkbeck, University of London

Summer 2015

General Assembly

UX Design Immersive
Dec '19 - Feb '20

SKILLS

Contextual Inquiry, Data
Analysis, Ethnography,
Usability Testing, User
Interviews, Affinity Mapping,
Heuristic Analysis, Journey
Mapping, Sitemapping, User
Flows, Wireframing, Low to
High Fidelity Prototyping,
Information Architecture,
Budgeting, Content Writing,
Project/Account
Management

TOOLS

Figma, Sketch, InVision,
Zeplin, Adobe Creative Suite,
Procreate, HTML5, Microsoft
Suite, Keynote, Iterable,
Cheetah, Ometria, Prismic,
Survey Monkey, RJ Metrics,
Google Analytics, Hootsuite,
Tailwind, Trackmaven,
Wordpress, Squarespace,
Hubspot, Asana, Dropbox

INTERESTS & ACHIEVEMENTS

Health/Wellness, Sports,
Drawing, Travel, Psychology,
VP Operations of Kappa
Delta '14-'15, Brown
Gymnastics Senior Captain,
Academic All-American

RELEVANT EXPERIENCE

Marketing and Production Specialist | *Craftsman+*

New York, New York - Apr '20-Present

- As a producer, worked cross-functionally with designers, developers, and business leads to meet client needs and identify upsell opportunities. Managed up to 10 clients at once to direct the entire creative process, including timelines, budgeting, client communications, and creative concepting.
- Used performance data and industry knowledge to create engaging, user-focused mobile ad experiences that also met business goals, owning accounts such as Ralph Lauren, Activision, and Facebook.
- Leading marketing efforts by working closely with our CEO, Art Director, UX Designer, and Product Manager to create decks, one pagers, press releases, and product marketing material for our newly launched suite of creative automation products.
- Overseeing the current website migration and redesign, establishing roadmap, content, and consulting on UX considerations.

UX Design Freelancer | *Calsmart*

Remote - May '21-Aug '21

- Managed a team of two UX designers to redesign a health tracking app developed for the FitBit.
- Conducted market and user research in order to evaluate current screen UX and information architecture, including competitor research, surveys, and contextual inquiry.
- Collaborated with the developer to produce high-fidelity redesigned screens that are more understandable, usable, and convey exciting visual identity.

UX Design Consultant | *Wayscript*

New York, NY - Feb'20

- Worked on a team of three UX designers to improve Wayscript's overall retention rate.
- Conducted user interviews and contextual inquiries with software developers to build a repository of qualitative and quantitative user data to identify key platform pain points.
- Used Figma and Keynote to build out a high-fidelity prototype of a new onboarding flow, complete with a step-by-step tutorial of the visual programming platform and two redesigned primary screens to enhance platform usability and understanding.
- Presented and discussed findings and deliverables to founders and design lead.

UX Design Fellow | *General Assembly UXDI Immersive*

New York, NY - Dec '19-Feb'20

- Completed 5 design sprints over the course of 10 weeks (400+ hours)
- Learned and utilized UX best practices and methodologies, from in-depth user research to information architecture, implementing user-centric design thinking.
- Worked individually and in teams to develop products from scratch, redesign mobile applications, and design for responsive web.

Email Marketing Associate | *PINCHme*

New York, NY - Mar-Nov '19

- Responsible for daily email set-ups, retention strategy, and A/B testing copy and creative to improve overall campaign performance.
- Collaborated with account managers, data science, and design team to build creative assets and content copy for third party clients and advertisers.
- Redesigned an existing business vertical, ideating a new budget, marketing plan, and UX design.

Marketing Associate - North America | *Lovecrafts*

New York, NY - Feb '18-Mar '19

- Marketing lead for North American outreach and partnerships at a London based company, overseeing over 5 major customer and networking events.
- Conducted focus groups and usability testing in order to understand brand and user goals, and analyzed customer surveys in order to improve monthly NPS scores.
- Built 7+ emails per week in HTML5, analyzing and reporting on campaign metrics in order to customize and localize the customer experience for North America.
- Managed influencer relations and social media, using our platforms and events to communicate directly with users and partners in order to enhance our product and brand.