

Career Overview

UX/UI Specialist with over 16 years experience focused on UCD, creating/managing user experiences and visual interfaces for desktop and mobile platforms. Focus on B2C (life insurance, e-commerce, social, and lifestyle) and B2B (transactional, programmatic, CMS).

Professional History

10/2020 - Present

ListenFirst Media (B2B - Startup): Design Director | New York City, NY

ListenFirst Media is an end-to-end social media analytics platform that provides marketers with data on the performance of their content — giving insights on performance, trends, consumer sentiment, consumers' emotional responses, and competitive analysis — a powerful, best-in-class tool that removes the need to have multiple solutions to save time and to make marketers' workflow more efficient.

Notable Accomplishment(s)

- Created first ever User Centric Design practice in the company's 9 year history.
- Conceptualized and designed entire design system in the first 90 days of tenure.
- Successfully launched new dashboard feature, new redesign platform, redesigned IA.
- Stood up 2 UX measurement metrics to guide product into reaching defined success criteria/KPIs.
 - ° NPS: Increased 37% from Q1 2021 to Q2 2021 (38 to 52) via email surveys (38 to 52).
 - ° SUS: Increased 1.04% from Q1 2021 to Q2 2021 (62.5 to 65) via email surveys (62.5 to 65).
- Conducted and oversaw user research via usability testing, card sorting, and surveys.
- Partnered with leadership to guide roadmap prioritization work.
- Hired, managed, and scale design team to support roadmap priorities including export enhancements, print friendly reports, and advanced tagging functionality.
- Oversaw and facilitated design workshops to support in prioritizing milestones, features, enhancements.
- Conducted client/customer interviews to collect and assess feedback.

01/2018 - Present

New York Life (B2C - Enterprise): Life Insurance Retail - Director of UX | New York City, NY

New York Life provides life insurance and financial products/services to consumers looking to secure their financial future. Brought on to lead and oversee UX design strategy, I've led a team of 8 (both internal and external) to optimize and make scalable design processes, prioritize UX initiatives, and through User Centered Design modernize New York Life's digital practices. Responsibilities also included vendor/people management, career development for reports, creative direction, and partnering with cross-functional leadership to create product roadmap. More recently, I've been managing an external research team.

Notable Accomplishment(s)

- Streamlined and introduced simplified process work flow for cross-functional departments for rapid design and development.
- Standardized and embedded research methodologies (usability testing, surveys, analytics) as an integral part of the product/design process.
- Optimized CMS/authoring processes for speed-to-market objectives.
- Ensured the delivery of ADA compliant design system to reduce litigation to 0.

05/2017 - 12/2017

Smartling (B2B - Startup): Translations Software - UX/UI Lead | New York City, NY

Smartling's AI driven translation platform allowed clients to translate their content to connect with consumers across multiple geographies. Led all UX design initiatives through the lens of User Centered Design principles to bring clients' experiences with the product platform, CAT Tool, and workflow tool to the forefront. Introduced research methodologies including card sorting, usability testing, and tree testing to cost-effectively validate business/product/design decisions.

Notable Accomplishment(s)

- In partnership with front-end and product leadership, created a brand new, scalable design system to expedite feature/enhancement releases.
- Created a new visual design language (in partnership with Marketing) to drive consistency across different parts of Smartling's SaaS platform.
- Improved Customer Experience through conducting moderated usability testing, indirectly impacting customer retention positively.

Skills

- User Centered Design
- Strategy
- UX
- Visual Design / UI
- User Research
- Rapid Prototyping
- Management
- Content Strategy
- IA
- Creative Direction
- Responsive Web Design
- ADA Compliance
- PII
- AGILE
- Iterative Design

Software

- Sketch
- Zeplin
- Excel
- Word
- InVision
- User Testing
- Photoshop
- Illustrator

03/2016 - 12/2016

SailThru (B2B - Startup): Email Service Provider - UX/UI Lead | New York City, NY

Hired to lead UX/UI design initiatives for SailThru's Email Personalization platform which connects clients with their target consumers via email and text messages. Responsibilities included creating brand new scalable design eco-system, designing new features including Lifecycle Optimizer - an automated email campaign and report builder, and Rules Builder - a custom audience/segmentation builder. Other responsibilities included conducting competitive landscape to shed light on market landscape, rapid prototyping wires and hi-fidelity design artifacts for user testing.

Notable Accomplishment(s)

- Helped with raising an NPS score of -25 to an NPS score of -9.
- Translated branding guidelines into digital, UX landscape for rapid design and development processes.

02/2015 - 03/2016

ITN Networks (B2B - Midsize): Programmatic Ad UX/UI Lead | New York City, NY

Brought on to lead and manage UX design initiatives for one of the first of its kind, programmatic ad platform that digitized the negotiating process between large brands and national/local TV networks to reach their respective target consumers. I led a design team of 1 to translate and package heavy data sets into simple, intuitive experiences for Buyers and Sellers. Responsibilities also included providing UX strategy, mentorship and guidance, user research and interviews, along with partnering with Product leadership to produce product roadmap.

Notable Accomplishment(s)

- Created designs for first ever, programmatic ad tech platform that connected TV networks (nationally and locally) with large brands. e.g. Coca Cola.

06/2014 - 11/2014

Sports195 (B2B - Startup): Sports CMS Platform - Senior UX/UI Designer | New York City, NY

Hired to lead UX/UI design goals for client CMS tools and consumer facing web app. Lead design efforts to create intuitive experiences for our clients' publishing efforts. Conduct research interviews for mobile app proposals before going out to market. Led and provided mentorship/guidance on UX best practices with junior to mid-level designers (3).

04/2013 - 05/2014

Saks Fifth Avenue (B2C - Enterprise): Luxury Brands Retail - Senior UX/UI Designer | New York City, NY

Hired to lead UX/UI design initiatives for the saks.com e-commerce platform in collaboration with other disciplines to create best-in-class shopping experiences for Saks' customers. Coach and give guidance to UX best practices for junior to mid-level designers (5). Partner with BAs to conduct quantitative user testing to validate proposed designs.

Notable Accomplishment(s)

- Raised \$3.5M upon first 3 months of checkout redesign.
- Partnered with Agency to improve upon Saks.com's Product Description Page.
- Implemented mobile first approach to all web related design.

06/2011 - 03/2013

YouBeauty & BeautySage (B2C - Startup): Senior UX/UI Designer | New York City, NY

Brought on to help launch a startup publishing company site (YouBeauty.com). Worked with product, marketing, and editorial teams to create designs around content templates, quizzes, and community based articles. Created concepts for new branding material for BeautySage.com - a sister e-commerce site - to sell organic beauty products to consumers already familiar with the YouBeauty brand.

Notable Accomplishment(s)

- Was the sole designer responsible for creating entire digital design style guide.
- Created mobile first design layouts for both YouBeauty and BeautySage.

09/2006 - 05/2011

Lifetime Television/AETN: Enterprise B2C - Contract/Associate Designer | New York City, NY

Education

09/2001 -04/2005

Art Center College of Design: BFA | Pasadena, CA