

PROFESSIONAL EXPERIENCE

1stDibs, New York, NY

Principal Product Designer, March 2023-present

- Own key consumer platform areas, including the product detail page (PDP), registration, search and browse and the consumer iOS app (4.9 stars in the App Store)
- Oversee all design projects and roadmap for the consumer and seller iOS apps, mentoring 4 designers contributing to these tracks
- Designed 4 projects for a checkout experiments working group, which led to significant growth in annualized GMV and product recommendation CTR
- Shape product strategy and roadmaps by facilitating brainstorming and participating in quarterly cross-functional planning

Lead Product Designer, March 2021-March 2023

- Spearheaded MVP design of the universal iPad consumer app
- Executed designs for the integration of NFT inventory onto the platform, including buyer touchpoints and creator tools for minting and listing auctions
- Led iOS app and web PDP design efforts for the launch of the 0 to 1 auctions strategic initiative
- Assisted with the recruitment and training of 8 product and design hires
- Developed best practices for user acceptance testing large-scale features with product, front-end and QA team members

Senior Product Designer, September 2019-March 2021

- Owned design of the web PDP by delivering a performant redesign and providing feedback to contributing designers
- Collaborated with product, engineering and marketing stakeholders to implement a rebrand on the web and iOS seller and consumer apps, including adjustments ensuring compliance with accessibility standards
- Partnered with UX research to create and review user interview discussion guides, moderate user interviews and synthesize findings

Product Designer, October 2017-September 2019

- Designed web features focused on optimizing conversion and engagement on PDPs, search and browse, seller listing tools and inventory management
- Championed the creation of a seller-side design system through auditing existing styles and components, running design team workshops to discuss design patterns and working with engineering to release an MVP of our Storybook design system

Qubit, New York, NY

UX Designer, October 2015-October 2017

- Conceptualized design optimizations for over 20 clients, including Shiseido, ColourPop, Ubisoft, Clé de Peau Beauté, Alice + Olivia, Nine West, French Connection and BCBGMAXAZRIA
- Collaborated with strategy consultants, engineers and account executives to launch over 50 experiences on clients' platforms and close new business
- Created series of design thinking training presentations to enhance professional services team's knowledge of UX design process and engineering collaboration

The Daily Illini, Champaign, IL

Senior Designer, April 2014-May 2015

Creative Director, March 2013-March 2014

Design Editor, August 2012-March 2013

Designer, September 2011-May 2012

- Spearheaded a publication redesign with 2 editors
- Art directed visual print content packages for career guides, sports features, profiles, breaking news and campus events
- Managed 6 editors distributed on the copy, design, photo, night and video desks
- Oversaw design team, including hiring, training and management of 12 designers
- Conceptualized visually compelling news, sports and features page layouts

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Fine Arts in Industrial Design
May 2015, graduated with high honors

SKILLS

Design

Art direction, branding, CSS, design systems, HTML, illustration, iOS design, photography, prototyping, UX/UI design, UX writing, video editing, visual design, wireframing

User Research

A/B testing, heuristic evaluation, usability testing, user interviews

Tools

Adobe Creative Cloud, Datadog, Figma, Google Workspace, InVision, Jira, Keynote, Microsoft Office, Sketch, Storybook, WordPress, Zeplin

RECOGNITION

Second Place

Project: Rare Medium

1stDibs Hackathon, January 2021

Honorable Mention

Project: Lunch at 1stDibs

1stDibs Hackathon, December 2019

Inspired Hack of True Genius

Project: QP Stories

Qubit Hackathon, February 2017