

★ Objective

Creative and data-driven product designer with 10+ years of experience in SaaS and cross-functional environments. Passionate about creating user experiences that make the web a better place for all.

Senior Product Designer

Wistia

2018 – present

Designed and shipped core features across pricing, onboarding, and the broader Wistia platform and marketing website

Collaborated closely with product and engineering to shape strategy and prioritize impactful product work

Improved clarity and ease of use by simplifying complex workflows and refining user flows

Redesigned navigation and plan selection experience, improving engagement by 22%

Contributed to the design system and supported design culture through mentorship and critique

Product Design Fellow

IDEO CoLab

Fall 2018

Led a team at IDEO CoLab with members from Fidelity, National Grid, and Blue Cross Blue Shield to facilitate design thinking

Generate ideas, create prototypes and mockups, and create visual identities for sacrificial brands.

Product Designer

Formlabs

2016 – 2018

Led UI/UX design for hardware-software experiences, including product launches and digital onboarding

Shipped production code for responsive interfaces and landing pages, improving user activation and product clarity

Collaborated closely with engineers to prototype and implement polished, accessible components

Designer

Foremost Creative

2015 – 2017

Designed and developed web and mobile experiences for early-stage startups

Delivered end-to-end design solutions, from wireframes and visual design to front-end code

Partnered with engineers to build fast, user-friendly interfaces using HTML, CSS, and JavaScript

★ Skills

UX & Interaction Design · Design Systems · Prototyping · UI Polish · Data-Informed Design · Design Strategy · A/B Testing · Collaboration · SaaS UX · AI prototyping/deployment

★ Tools

Figma · Miro · Notion · UserTesting.com · Amplitude · Mode · Jira · VSCode · Git · HTML/CSS/JS · Notion · Shortcut · Cursor/Claude/v.0/Replit