

## 👉 SUMMARY

Product Designer with background in consumer-facing design and 4+ years of product design expertise. Specialized in systems thinking and visual craft, with launched work in consumer wellness including emotional support and pet health platforms. Passionate about blending high craft with usability testing to drive measurable product impact. Seeking consumer-focused roles in wellness, productivity, or creativity where visual polish and user empathy drive product success.

## ⚙️ SKILLS

### Hard

- Visual design and UI craft
- Design systems
- Prototyping and wireframing
- DesignOps
- Design thinking
- User research and usability testing
- Accessibility and inclusive design
- AI-optimized design workflows

### Soft

- Cross-functional collaboration
- Empathy and user-centric mindset
- Adaptability and problem-solving
- Systematic and strategic thinking
- Learning and continuous growth
- Mentorship

## 📚 EDUCATION

### NN/g Training: Designing Complex Apps in Specialized Domains

2025

### W3Cx Intro to Web Accessibility

2023

### BFA, College of Visual Arts

2008 - 2012

## 👩‍💻 WORK EXPERIENCE

### Sr. Product Designer · Verisk

Aug 2023 - Present

- Delivered strategic vision prototype aligning stakeholders on 5-year roadmap and securing contract extension from primary customer
- Designed cross-claim media file sharing workflow, reducing task time by 67% and saving \$80K annually in adjuster productivity
- Led design system serving 5 products and thousands of users, reducing design time by 30% through reusable component libraries
- Implemented research insights repository enabling data-driven decisions and identifying experience gaps across products

### UX/UI Designer · Bold Orange

2021 - 2023

- Pioneered Figma prototyping adoption across design team, replacing outdated PDF/InVision workflows and streamlining client feedback cycles
- Designed mobile-first pet health platform deployed across 100+ veterinary locations, streamlining appointment booking and wellness tracking for thousands of pet parents
- Championed component-based design approach, training team on reusable libraries that accelerated project delivery, improved design consistency, and enabled scalable iteration

### Sr. Graphic Designer · MOD

2011 - 2020

Designed statewide behavior change campaigns across public health, safety, and conservation initiatives, combining research insights with multi-channel strategy across digital and print.

## ⭐ SELECTED PROJECT

### Aurora Emotional Wellness Mobile App

2023 - Present

- Designed and launched mental wellness app combining AI chat with CBT-based tools, reaching 100+ users and achieving 4.5★ App Store rating
- Conducted 10+ user interviews and surveys to validate product-market fit, identifying conversational AI as primary value driver over passive mood tracking