

## about

UX and branding design leader with roots in art history and textile design.

## skills

User Experience Design  
Design Systems  
UX Strategy  
Branding  
Product Design  
Visual Design  
Art Direction  
Social Media Design  
Email Design  
Content Management  
Presentation Design  
Data Visualization  
MUI  
Tailwind  
Color Theory

## tools

Figma  
Adobe XD  
Jira  
Adobe Creative Suite  
Sketch  
Storybook  
Canva  
Coda

## education

Google UX Design  
Professional Certificate  
Google + Coursera  
Bachelor's of Fine Arts  
Fashion Institute of  
Technology  
Paris IV  
La Sorbonne

## experience

### Gro Intelligence

#### Head of UX and Design

January 2020 - Present

- Directed the enhancement of **UX processes**, utilizing data-driven insights to optimize design workflows and increase designer efficiency by 40% through **streamlined collaboration and improved task prioritization**
- Executed a **comprehensive rebranding initiative**, implementing new brand guidelines and design elements across all customer and internal touchpoints; boosted brand awareness by 60% and customer retention by 25%
- Spearheaded the creation and management of a robust design system incorporating MUI, React, and Highcharts; streamlined the design process, leading to a **60% improvement in UI/UX consistency** and a **20% reduction in development time**
- Crafted **team wide OKRs** with distinct measures of success which aligned with product roadmap for **6 direct reports**

### WeWork

#### Visual Designer

April 2019 - November 2019

- Adapted convoluted educational content into **accessible, branded templates** for global new hire inductions; the implementation resulted in a decrease in onboarding time and an increase in training completion rates

### Freelance

#### Creative Director

May 2017 - April 2019

- Orchestrated **comprehensive rebranding initiatives**, overseeing new brand identity creation and system design implementation, resulting increased brand recognition and a growth in customer engagement metrics for clients
- Directed **budget planning efforts**, implementing cost-saving measures
- Conducted thorough **market research and competitive analysis for clients**

### Roll & Hill

#### Assistant Creative Director

December 2016 - May 2017

- Orchestrated creative vision for **brand and product photoshoots** in Baja, Mexico, and NYC; optimized location selection process, resulting in a 20% increase in engagement and a 15% growth in brand visibility metrics
- Implemented a targeted email automation system, resulting in a 40% reduction in manual workload for the design team
- Designed **polished presentation materials** and thorough project briefs for Head Creative Director, ensuring successful execution of creative projects within established timelines and budgets

### Holland & Sherry Interiors

#### Marketing Manager

June 2014 - November 2016

- Directed the **strategic allocation of a \$300,000 marketing budget** to align with forecasted sales expansion; executed targeted campaigns that led to a 25% surge in customer engagement and a 10% lift in market share
- Orchestrated global marketing campaigns across 15 countries, resulting in a 40% increase in brand awareness and a 25% boost in customer engagement
- Directed the development of a **new visual identity** for the company, leading to a 30% increase in brand recognition

