

About

UX and visual design leader with 13 years experience in technology, startups, and digital design.

Skills

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

Tools

Figma
Adobe Creative Suite
Framer
HubSpot
Wix
Jira
Kantata/MavenLink
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

Mole Street Agency

Manager, Creative

August 2024 - Present

- **Brand concept and ideation** for client pitches, supporting pre-sales success.
- **User Experience Design lead** for website redesigns and full site migrations to the Hubspot CMS.
- **Managing 2 senior designers**, ensuring they meet set deadlines as well as help them to balance and finalize their own client work.
- Defining and refining **client relationships** and expectations to delegate work to a team of designers, developers, and web strategists.
- **Leading a brand evolution** focused on the UX and information architecture of the marketing website, marketing assets, social media design, sales and internal communications materials.

Gro Intelligence

Head of UX and Design

- UX Unit Lead
- Sr. Visual Designer

January 2020 - March 2024

- Executed a **comprehensive rebranding initiative**, implementing new brand guidelines and design elements across all customer and internal touch points; boosting brand awareness and customer recognition.
- Spearheaded the creation and management of a **robust design system** incorporating MUI, React, and Highcharts; streamlined the design and engineering processes, leading to an improvement in UI/UX consistency and a reduction in development time.
- Directed the enhancement of **UX processes**, utilizing data-driven insights to optimize design workflows and increase designer efficiency through **streamlined collaboration and improved task prioritization**.
- Crafted **team wide OKRs** with distinct measures of success which aligned with product roadmap for **6 direct reports, including UXR**.
- Organized and led several **formal and informal UXR sessions** to support design decision making for the organization.

WeWork

Visual Designer

April 2019 - November 2019

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

Roll & Hill

ACD

December 2016 - May 2017

- Implemented a targeted email automation system, resulting in a reduction of 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

- Crafted global marketing campaigns across 15 countries, resulting in an increase in brand awareness and a boost in customer engagement.
- Directed the development of a **new visual identity** for the company, leading to an increase in customer engagement and recognition.

