

SUMMARY

Product design leader with 13 years of professional experience, including 6 years driving design systems and product design leadership. I bring together brand, UX, product, and business strategy to deliver cohesive, high-impact experiences. Rooted in art history and visual storytelling, my leadership is grounded in clarity, collaboration, and curiosity. I focus on design that performs, systems that scale, and teams that thrive.

WORK EXPERIENCE

Mole Street Agency, **Manager, Creative**

Aug 2024 – Present

- Lead UX and design for website redesigns and HubSpot CMS migrations, improving accessibility and usability.
- Direct brand evolution projects across digital platforms, ensuring scalable systems and consistent execution.
- Manage and mentor a cross-disciplinary design team while balancing delivery timelines and individual growth.

Gro Intelligence, **Head of UX and Design** [UX Unit Lead, Sr Visual Designer]

Jan 2020 – Mar 2024

Progressively promoted from Senior Visual Designer through UX Unit Lead to Head of UX and Design, leading a team of 7 designers and UX Researchers.

- Built and scaled a design system (MUI, React, Highcharts) that streamlined collaboration with engineering and ensured UI/UX consistency.
- Drove rebranding across digital and internal touchpoints, increasing trust and recognition.
- Defined and executed design OKRs aligned with the product roadmap for a team of 7 designers and researchers.
- Partnered with PMs and engineers to prioritize features and balance user needs with technical feasibility.
- Facilitated user research sessions to guide design decisions and validate roadmap direction.

WeWork, **Senior Presentation Designer**

2019

- Designed global training and communications collateral, applying UX and learning psychology to improve adoption.

ADDITIONAL EXPERIENCE

DLV Designs, **Marketing and Brand Consultant**

2016 – 2018

- Directed art, content creation, catalog photography, website design, and brand management

Holland & Sherry Interiors **Marketing Manager**

2014-2016

- Directed development of new visual identity and marketing campaigns across 15 countries, boosting brand engagement.

Eskayel, **Production Assistant**

2010 – 2012

- Managed operations, vendor relations, and customer communications
- Styled product photography and managed social media
- Supported material production, event and invitation design

SKILLS

UX Strategy • Design Systems • Branding • Product Design • Visual Design • Art Direction • Cross-functional Leadership • Figma • MUI • React