Multi-disciplinary product designer with experience in UX design, wireframing, prototyping, and execution. Demonstrated ability to use research to create and defend product design decisions, resulting in improved and seamless digital experiences.

**WORK EXPERIENCE**

**Co.Lab New York, NY**

*Product Designer February 2023 – May 2023*

* Collaborated with a project manager and engineers during an 8-week bootcamp to conduct user research, identify pain points, and iteratively refine the writing experience for enhanced usability and user satisfaction
* Created and implemented the design and branding identity for Stream, a web application aimed at inspiring writers to overcome creative blocks
* Developed a design system that improved consistency and reduced development time by 30%
* Incorporated feedback from team members and stakeholders into high-fidelity design solutions to ensure alignment with project goals

**Gracie Mansion Conservancy New York, NY**

*Manager of Public Affairs & The Gracie Mansion Website June 2021 – February 2023*

* Redesigned the Gracie Mansion Conservancy tour registration page, incorporating features like name and email confirmations, and designated fields for user information, leading to a 68% decrease in low-quality leads
* Collaborated with a Project Manager and Developer to seamlessly integrate the Gracie Mansion online Auction Plugin, ensuring proper functionality and layout, resulting in seamless navigation and yielding $8,000 in revenue
* Enhanced Developers' effectiveness by delivering clear mockups that improved site navigation and usability for the Gracie Mansion Conservancy essay archive, resulting in a 20% increase in user engagement

**Gracie Mansion Conservancy New York, NY**

*Special Assistant March 2020 – June 2021*

* Established design and writing standards for letters, mailings, and proposals, resulting in a 25% increase in visual consistency across external communications
* Led a service audit, synthesizing quantitative and qualitative data to enable continuous service optimization and integrate valuable feedback into annual planning, achieving a 10% enhancement in service efficacy
* Conducted six virtual testing sessions for Gracie Mansion Virtual Tours Program, identifying the optimal target audience and achieving a 15% increase in user adoption through seamless user research and testing integration

**PROJECTS**

**Co.Lab New York, NY**

*Product Designer February 2023 – May 2023*

* Optimized workload for developers through streamlined pages and functions, ensuring visual and UX design align for an efficient and soothing guest experience

**Gracie Mansion Conservancy New York, NY**

*Product Designer November 2021 – January 2022*

* ​Enhanced the search experience of Gracie Mansion's archive, reducing search time and minimizing the likelihood of task abandonment

**strudelmediaLIVE New York, NY**

*UX Researcher September 2020 – October 2020*

* Proposed researched opportunities to revamp strudelmediaLIVE's design to attract new students and improve the search experience for returning ones

**CERTIFICATES**

**CUNY TechWorks Certificate** **Brooklyn, NY**

*Bootcamp: UX/UI Design Training*

* Cohort 9: Design thinking, UX research methodologies; stakeholder engagement, and Capstone Project

**EDUCATION**

**CUNY Hunter College** **New York, NY**

*Double Major: Studio Art and Media Studies*

* Organizations/Awards: Dean’s Honors List/Philip & Aida Siff Educational Foundation Scholarship/ Salutatorian

**SKILLS & INTERESTS**

Product Design, WordPress CMS, UX Research & Design, Website Management, Project Management, Wireframing and Prototyping, Photography, Manual Onboarding, Social Media, Illustrator, Figma, Digital Design, Visual Design, Asana, Google Docs, Google Suite, Persuasive Writing, Communication, Customer Collaboration, Feedback Incorporation