



EXPERIENCE

● SENIOR STAFF PRODUCT DESIGNER + LEAD USER RESEARCHER

Tock (by Squarespace) | October 2022 – November 2023

Focused on insights to drive the development of new product differentiators leading to two new product offerings:

- No-show Toolkit: Giving our restaurants the power to get butts in seats with multiple business strategies like using credit card holds to reduce guest no-shows by over 70%.
- Tock CRM: Bringing robust marketing capabilities into the Tock platform enabling businesses to get closer to their diners and drive guest loyalty.
- Built and scaled a research practice by coaching and mentoring designers and product managers to conduct rigorous research with an experimental mindset which empowered them to conduct weekly customer conversations, further multiplying the curiosity mindset.
- Created templates and playbooks for research ops, participant recruiting and weekly research share-outs to the company called Tuesday Tidbits!

● STAFF PRODUCT DESIGNER

Opendoor | May 2022 – October 2022

- Enhanced the Buyer Agent experience via documented processes, co-collaborative design workshops, and a strategic service blueprint which informed quarterly product briefs for the Buyer teams.
- Improved the experience of the Tour Assistant mobile app, boosting in-field agent efficiency of number of homes visited by 20%, and increased safety while touring homes.

● STAFF PRODUCT DESIGNER

Tock (by Squarespace) | Feb 2020 – May 2022

- Led design and research for major projects enhancing restaurant operations, most notably a key product that streamlined reservation management, cutting customer onboarding from 6 weeks to 1 week.
- Pioneered an end-to-end research process, promoting best practices and driving research adoption across multiple teams.
- Devised a collaborative research framework, enabling product managers and engineers to prioritize roadmaps using customer journey maps.
- Collaborated closely with multiple engineers to ensure quality product was delivered, measured and evolved.

● SENIOR PRODUCT DESIGNER

Walmart Labs | Feb 2018 – Feb 2020

Designed end-to-end product for a product which improved item setup and maintenance for thousands of Walmart Associates and Suppliers, slashing time for products to be available to be purchased online by 60%.

- Implemented a research process which improved qualitative insights and quality of design.
- Created and managed a living design system empowering a team of designers and engineers to consistently deliver exceptional results.
- Collaborated with product managers to ensure designs positively impacted business goals by having weekly collaborative design sessions.
- Partnered with multiple Engineering teams to ensure quality product was delivered by developing QA and JIRA ticket filing and tracking processes.

● SENIOR UX DESIGNER

Rightpoint | May 2014 – Feb 2018

Owned design and user experience for multiple CRM projects for notable clients such as Northwestern Mutual, Deloitte and 3M.

- Facilitated discovery workshops with clients to help shape the vision of employee intranets and e-commerce experiences improving employee engagement.
- Collaborated closely with UX and development teams to ensure quality deliverables throughout project timelines.

● SENIOR DIGITAL DESIGNER

Isobar | Mar 2013 – Feb 2014

- Led the redesign of Umpqua Bank's corporate website and the interface design of the new online banking experiences for desktop, mobile and tablet.
- Partnered closely with global teams on new business pitches for clients such as MSCI and Hilton Hotels.

● SENIOR ART DIRECTOR

Arc Worldwide (a Leo Burnett Company) | Apr 2010 – Mar 2013

Responsible for art direction, concept and execution of digital campaigns for Whirlpool.

- Led design and user experience of the online Kitchen Stylist Tool.
- Led redesign for Whirlpool and Maytag websites.
- Art directed 3D animated demos for new product launches.

Lead designer on multiple omni-channel print and digital shopper marketing programs for Coke and Diet Coke brands.

ABOUT ME

Design leader and user researcher obsessed with customer behavior and asking why. I seamlessly blend both perspectives making me a powerhouse in product design.

EDUCATION

Bachelor of Arts: Graphic Design

Bradley University | 2005

4.0 GPA | Minor in Art History