

Product Designer specializing in web and mobile development. Committed to creating scalable experiences through enhancing design processes, tooling, and design systems.

## Experience

### Sr Product Designer, Calendly

Nov 2021–Aug 2023

#### Enterprise Products

- Spearheaded the design and launch of Analytics, achieving over 50% user adoption and driving a decrease in customer churn rates
- Elevated admin experiences to improve customer security and onboarding

#### Foundational Design (Trust, Tools, Process)

- Improved internal support processes, resulting in over 20% reduction in support workload through Spam Prevention and Self-service Auth updates
- Played a key role in elevating designer skillsets and streamlining tooling, improving overall design quality and operational efficiency
- Maintained and refined design system components such as typography, iconography, and layout, ensuring usability and consistency across the board

### Sr Product Designer, LivePerson

Sep 2019–Nov 2021

- Developed and scaled design system focusing on typography, accessibility, color, and consistency
- Pioneered new features in chatbot/ML technology, resulting in 160%+ increase in task-completion speed and improving customer satisfaction by 15%

### Sr UX Developer, Highline Beta

Jul 2018–Jun 2019

- Created Highline Beta's design system, improving design and development consistency
- Collaborated with venture leadership to define growth targets and support user research, leading to significant growth in the customer base
- Analyzed and redesigned web platforms to boost engagement, conversion rates, and overall user experience, including enhancing accessibility, SEO, and responsiveness

### Sr UX Developer, Thrive Career Wellness

Sep 2016–Apr 2018

- Designed and implemented core features, improving user engagement and aligning with accessibility and responsiveness standards through audits and testing
- Mentored team members, fostered best UX practices, and collaborated with engineers using various technologies, driving innovative feature development

### UX Developer, DIVE Networks

Aug 2015–Jul 2016

- Guided the design and testing of features, setting design standards to enhance readability, ensure design consistency, and elevate overall quality
- Conducted UX training for engineering and product management teams, instilling best practices and fostering a culture of excellence

## Skills

Product Strategy  
Design Systems  
Iconography  
Prototyping  
Collaborative Design Process  
User Research & Interviews  
Responsive & Accessible Design

## Tools

Figma  
Adobe Creative Suite  
Invision  
Sketch  
Git

## Dev. Languages

HTML  
CSS  
JS  
React  
Python

## Volunteer

Mentoring at ADPList.org  
• 1250+ mins mentored

## Education

Systems Design Engineering  
**University of Waterloo**