

EXPERIENCE	Senior Product Designer Crafty		April 2024 - Present
	<div>Impact</div> <div><ul style="list-style-type: none">Led end-to-end design for solutions that help Crafty employees and clients manage office food and beverage programs, focusing on key features such as budgeting, reporting, and schedulingChampioned design research initiatives to advance Crafty’s technology strategy and encourage the design of impactful, user-centered solutions:<ul style="list-style-type: none">Developed a scalable, reusable research plan template that standardized UX research processes across product teams, ensuring consistent and actionable insightsCo-created 5 detailed client personas through thorough research, which were used to foster a user-centric culture and enable data-driven decision-making across teamsConducted in-depth exploratory research with clients to identify their primary challenges and key needs, with the results directly informing product strategy and prioritiesFacilitated design thinking workshops to empower teams to collaboratively tackle complex user and business challenges, and to promote alignment and innovative problem-solving</div> <div>Key Projects</div> <div><ul style="list-style-type: none">Designed an in-app budgeting feature that improved budget utilization by 6%, resulting in an \$270k increase in client spend per monthOptimized the user flow for rescheduling Crafty services by reducing the number of steps in the process by 50%, reducing friction and improving task completion efficiency</div>		
	Senior Product Designer Foxtrot		April 2022 - April 2024
	<div>Impact</div> <div><ul style="list-style-type: none">Led Product Design for the Retail Experience Group within Foxtrot - our team built technology for Foxtrot employees, including a react native mobile app and react web appThoughtfully balanced user, stakeholder, and business needs to deliver designs that meet the highest priority needs for each groupConducted qualitative and quantitative research to inform design decisions and influence product roadmapDefined important design KPIs and set up benchmarking research to track design impact and progressFacilitated design thinking workshops for the technology org to ideate on complex business problems</div> <div>Key Projects</div> <div><ul style="list-style-type: none">Designed a brand new tablet-based packing tool that increased order packing accuracy to 98% (previously 80%) for Foxtrot’s commissary teamDesigned a cycle counting feature to improve the process of counting inventory in stores - store team members were able to complete 3.5x more cycle counts in a week over week comparison to the old processDesigned a mobile inventory receiving process that replaced the existing manual process<ul style="list-style-type: none">Reduced Purchase Order closure time by 90% in the first 3 months after launching the feature fleet-wideImproved inventory accuracy 10% over a 6 week period🎬 Watch a walkthrough of this project here!</div>		
	Experience Designer Arity		June 2019 - April 2022
	<div>Impact</div> <div><ul style="list-style-type: none">Designed within a cross-functional scrum team, collaborating closely with project owners, developers, data scientists, and QAAdvocated for Human Centered Design within my scrum team and with stakeholders, utilizing LUMA methodologiesCo-led a Community of Practice for Arity’s team of Experience Designers - determined topics of interest, facilitated weekly sessions, solicited feedback to improve the COP</div>		
SKILLS	User flows, Wireframing, Low and high-fidelity prototyping, UI design, Design thinking, Human centered design, User research, Usability testing, Stakeholder management, LUMA Institute Certified Facilitator of Human-Centered Design		
TOOLS	Figma, Mural, Miro, Pendo, Sketch, InVision, Zeplin, UserZoom, Respondent, JotForm		
EDUCATION	Springboard, February 2019	Miami University, May 2017	
	Completed six month online bootcamp in UX Design	B.S. Marketing, cum laude	
	Final project selected to showcase on Springboard’s “Best UX Design Portfolios” list	Interactive Media Studies Minor French Minor	