



As a design lead and self-starter with 8 years of UX/UI and product design experience, I bring the precision developed from my days in architecture and blend it with human-centered thinking, interaction design, design systems expertise, and data-informed decision-making to solve complex problems. With a focus on results and exceeding expectations, I'm proud to have created design systems that improved both developer and designer efficiency by 50% and enhanced the speed and success of a critical onboarding process by 20%. My expertise in AI, accessibility, and B2B e-commerce positions me to deliver innovative solutions in today's marketplace.

Professional Experience

Lead UX/UI & Product Designer | WestEd March 2024 – Present
WestEd is a nonprofit research, development, and service agency with an estimated annual revenue of \$300 million, with 1,400+ staff across five continents, focusing on education and human development.

- Partnered with a diverse range of clients to define business goals and UX strategy, shaping seamless and intuitive user experiences.
- Led cross-functional collaboration with product management, marketing, editorial, and development teams to ensure cohesive and impactful digital products.
- Designed multiple education platforms for [ODE](#) (Oregon Department of Education), and others, enhancing user engagement through intuitive navigation and imaginative interactions.
- Led the redesign of [CSAA](#) (Center for Standards, Assessment & Accountability) website's navigation, information architecture, and UI, improving usability, task success rates, and first-click accuracy while reducing user errors and click depth - leading to measurable gains in usability testing and positive stakeholder feedback.
- Drove user-centered design through user research and iterative workflows; creating user flows, wireframes, high-fidelity Figma prototypes, and visuals while ensuring accessibility compliance with federal and state guidelines.
- Strategized with Stakeholders to add additional functionality to existing products and Introduced new features within existing design frameworks, improving usability and engagement.

Lead UX/UI & Product Designer | Reconstruction July 2023 – March 2024
Reconstruction is a private Ed-Tech company on developing and teaching K-12 curriculum with an estimated annual revenue of over \$10M and 72 employees.

- Led end-to-end design of an AI-powered web application for lesson plan creation in an Agile setting, resulting in high adoption rates among educators.
- Developed scalable design systems that reduced feature implementation time by ~50%, accelerating go-to-market timelines.
- Defined UX and UI requirements in close collaboration with Product Managers and Engineers, ensuring strategic alignment and ensuring WCAG and Section 508 compliance.
- Facilitated design workshops, user research, and design sprints to inform and validate design decisions in an Agile environment.
- Designed and executed both quantitative and qualitative user research, optimizing product usability and engagement.
- Designed branding elements for Onyx in Adobe Photoshop and Illustrator.

UX/UI Product Designer | Torus Projects

December 2022 – July 2023

Torus Projects is a startup working with select technology companies & funds raising \$75+ million in funding, and generating \$100+ million in revenues for clients.

- Led the UX/UI design for Franklin Showroom's responsive B2B e-commerce platform, enhancing product discoverability and sales conversions.
- Conducted QC audits to streamline layouts, eliminate inconsistencies, and resolve pain points.
- Strategized for future growth with Stakeholders; development of a direct to consumer drop-ship platform allowing users to shop Brand Manager recommendations directly.

Design Lead, UX/UI Designer (Contract) | Clora

May 2022 – June 2022

Clora is an online staffing platform for life science companies with over \$4M in funding and an estimated annual revenue of over \$5M.

- Redefined the onboarding experience, increasing speed and profile completion from 67% to 83%.
- Led UX research initiatives, conducting user interviews, usability testing, and comparative analysis.
- Developed wireframes and prototypes in Figma that refined the existing design system, driving engagement and retention.
- Delivered final designs within a rapid 3-week timeline, providing annotated handoffs to developers.

Design Director | ISTUDIO Architects

January 2019 – March 2022

ISTUDIO Architects is a Washington DC based Architecture firm specializing in sustainability and working with DC Government agencies. Projects include private, institutional and public works.

- Pioneered strategic workstream improvements, overcoming construction and budget constraints to deliver award-winning designs while optimizing project management workflows.
- Designed engagement models and facilitated stakeholder communication, ensuring project alignment and success.
- Led design teams towards solutions for complex architectural and organizational challenges, earning multiple NAIOP awards.
- Conducted community workshops, integrating user feedback into urban architectural design solutions.
- Provided UX/UI and content QC for the firm's digital platforms.

Additional Experience

Shallom Baranes Associates, Design Director, 2017-2018

William McDonough + Partners, Design Architect, 2015-2017

Shinberg Levinas, Design Architect, 2013-2015

Education

General Assembly | UX Design Immersive Remote

SCIArc | Los Angeles, CA
Masters of Architecture

University of Virginia | Charlottesville, VA
Bachelors of Arts - Environmental Sciences, with Minor in Architecture