

Experience

Sr. Product Designer | Secureframe

SEP 2022 – JUL 2023

As an end-to-end designer, I ran user and usability research sessions, contributed to product strategy and vision, and designed UI and workflows for our automated security and compliance platform. We recently released a website builder to support our customers in their want to display their compliance stance in a public way, drawing directly from their progress inside their Secureframe instance. I also designed our Chrome extension that supported sales reps and individuals filling out security questionnaires. Besides more feature-specific projects, I reimagined our nav structure to better support our updated sales packaging and our growing feature and product offerings.

Sr. Product Designer | Sift

JAN 2021 – SEP 2022

I supported multiple product teams through generative and evaluative research, UX design, and design handoff for our fraud detection and prevention platform. I also worked with both product and marketing design to develop our new UI design system. One design I'm particularly proud of is the network visualizer: I reimagined how a sankey diagram displayed data and could be interacted with to give our customers a novel way to visualize their customer networks and gain insights that could help them stop fraudulent activity.

Co-Founder & Designer | Happy Monday

OCT 2018 – MAR 2020

Two former co-workers and I started Happy Monday with a vision of making the job search better for everyone involved. After testing our market fit through discussions with SMB's and industry leaders, we created a job applicant tracking system (ATS) and a proprietary Culture Quiz where by applicants and company were evaluated for compatibility using their inherent motivations and priorities at work. I developed our branding strategy, gathered user research through interviews and questionnaires, designed and supported the implementation of the ATS and Culture Quiz, and helped grow the company to 10 employees.

UX Designer, PM, & Manager | RetailMeNot

APR 2015 – MAY 2018

Looking to be on a smaller and more agile team, I joined the 15 person Giftcard Zen team as the first designer. I developed branding for new and existing products, conducted research and usability testing, launched a mobile app focused on saving shoppers money at in-store checkout, and supported our gift card e-commerce's customer facing and admin pages. The success of our products resulted in an acquisition by RetailMeNot (RMN). At RMN, I continued to support the product teams as an individual contributing designer but also as a product manager. I also served as a people manager and grew out the Phoenix design team where I learned to lead with empathy and developed my servant leadership and management style.

Interaction Designer | Workiva

JAN 2013 – APR 2015

In my first post college designer role, I learned the ins and outs of working with a software product development team and collaborating with other designers. I was extremely fortunate to have learned how to implement user story mapping from Jeff Patton (the father of story-mapping) and how to explore and develop strategies around research, prototyping and UI design, usability testing, and design handoff.

Skills

Research & Discovery

Field studies, Interviews, A/B testing, Survey & questionnaire creation, Competitive analysis, Persona building, Task analysis, Journey mapping, Story mapping, Scripted user testing, Requirements development, Guerrilla testing, Analytics analysis

Design

Wireframing, Copywriting, Responsive design, Native mobile design, Usability analysis, Illustration, Graphic/Visual Design, Information Architecture, Branding Strategy, Logo design

Prototyping & Mockups

Rapid paper prototyping, Figma, Sketch, Illustrator, Photoshop, Principle, Framer, Axure, Balsamiq

Education

BSE Industrial Engineering

Arizona State University

2010 – 2012, Tempe

For my senior capstone project, I analyzed, modeled, and improved the client's night vision electron tube assembly process by reducing waste in a production subprocess by 50%. I also served as Secretary, then President, of the Institute of Industrial Engineers, ASU chapter.

Coursework in

Architectural Engineering & Engineering Physics

University of Nebraska

2008 – 2010, Omaha

I took most of my foundational mathematic and physics coursework here. I was an active member of the American Society of Civil Engineers and served on the Fulton School of Engineering Student Council before switching schools and majors.