

## Product Designer

Strategy | Visuals | Systems

## About Me

I am a strategy and visuals-oriented product designer with 6 years of experience. I am passionate about working on mission-driven products. What sets me apart is my ability to deeply understand the ecosystem of a product and work cross-collaboratively to provide beautiful, intuitive and accessible solutions that support user needs. I have a playful yet direct communication style and work best on collaborative, cross-functional teams.

## Experience

### Lex App

#### Senior Product Designer (Founding)

Nov. 2020 - Feb. 2023 • 2.5 yrs. Brooklyn, NY

- Established the product team with Head of Product for an LGBTQ+ community & dating app (iOS & Android). Owned the entire lifecycle from leading discovery to producing high-fidelity screens to partnering with engineers to get the details right
- Collaborated cross-functionally with C-Suite, Engineers, Marketing & Customer Experience to drive successful product outcomes. Led branding initiative and implemented a design system to support key business strategy. Innovated and evolved product features and initiated persona artifacts to improve customer experience and key business strategies.
- Achieved significant improvements in key metrics including Increased Engagement +210% and Messages Sent +320%

### Great Big Story (CNN)

#### Product Designer (Contract)

Mar. 2020 - Aug. 2020 • 6 mo. • New York, NY

- Led the company's mobile-first web redesign that optimized for advertising and consumer engagement. Oversaw end-to-end design and research processes, ensuring high-quality deliverables and actionable insights. Fostered strong, cross-functional collaboration with Engineers, Data Analysts, and Advertising, resulting in streamlined execution.
- Championed accessibility and user research efforts, driving a more inclusive design approach while meeting business objectives

### Aetna (CVS Health)

#### Senior UX/UI Designer

Jan. 2019 - Dec. 2019 • 1 yr. • Denver, CO

- Led cross-platform design team to improve member search experience, resulting in increased engagement, healthy actions and satisfaction. Collaborated with various departments to develop a robust design system and enhance accessibility, ensuring a seamless user experience for all members.
- Played a key role in designing a high-impact feature that leveraged behavior change principles, tapping into a \$250M+ margin opportunity by driving health actions among members.

### Transamerica

#### UX/UI Designer, Design Systems

Jan. 2018 - Jan. 2019 • 1 yr. • Denver, CO

- Created and maintained a design system serving designers, engineers, and marketing across 10+ web and mobile enterprise dashboards. Ensured the design system's components and patterns were flexible and modular for various use cases and developed strong communication skills to drive adoption and collaboration.
- Facilitated cross-functional workshops to enhance team understanding and utilization of the design system.

## Education

### Savannah College of Art and Design

#### B.F.A. Graphic Design

2013 - 2017 • Savannah, GA • Sham Shui Po, Hong Kong

Summa Cum Laude, Dean's List: All Quarters

## Skills & Qualifications

### Product

Accessibility  
Analytics  
Content Strategy  
Design Systems  
Design Thinking  
Information Architecture  
Interaction Design  
iOS & Android  
Product Strategy  
Prototyping  
Strategy  
Systems Thinking  
QA  
User Research  
Usability Principles  
UX/UI  
Web Design  
Wireframing  
Workshops

### Visual

Branding & Identity  
Data Visualization  
Illustration  
Iconography  
Motion Graphics  
Typography

### Leadership

Feedback Training (NVC)  
Public Speaking  
Team Lead Experience  
Workshop Facilitation

### Languages

English (Native)  
Hebrew (Native)  
Spanish (Int.)

## Software & Industry

Adobe CC  
Agile  
Asana  
Amplitude  
Dovetail  
Figma  
HTML & CSS  
Loom  
Maze  
Notion  
Shortcut  
Sketch  
Squarespace  
W.C.A.G.  
Webflow