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Professional Summary

Leads product design for three top healthcare brands, excelling in the development of team processes that enhance cross-functional collaboration and prioritize optimal user experiences.

Skills & Accomplishments

- Oversees the user experience of products from concept to market, earning millions in B2B sales and ad revenue.
- Demonstrates strategic thinking in aligning product design with business goals, such as developing features that secured exclusive partnerships with 4 medical associations.
- Creates designs that positively impact key metrics. For example, a redesign of a map lead to 94.9% MoM and a 64.9% YOY increase in unique users.
- Manages and mentors other designers in UX practices, priorities, and collaboration.
- Conducts and analyzes UX research including usability testing, interviews, contextual inquiry, A/B testing, heuristic evaluations, card sorting, and path analysis
- Experienced in all facets of UX design including information architecture, interactions, animations, wire frames, prototyping, and visual design
- Develops and maintains design systems.
- Contributes to product roadmap planning and long term stategy.
- Sets design strategy and execution across a portfolio of products
- Well-versed in ADA &CVAA compliance and usability guidelines
- Regularly presents solutions to management, engineering, clients, and C-suite leadership
- Proficiency in variety of design and prototyping tools including Figma, Sketch, ProtoPie, Adobe Suite, HTML, CSS, and JavaScript

Recent Experience

Principal UX Designer

Everyday Health Professional | December 2019-Present

- Leads product design for Health eCareers, MedPage Today, and Synopsi
- Manages design team and design operations
- Brought a variety of products to market including AI, search, e-commerce, and media experiences
- A track record of leveling-up direct reports and raising the bar for design quality within the organization

Product Designer

GoSpotCheck | Englewood, CO | April 2019-October 2019

- Created research processes
- Developed and maintained design system
- Tracked analytics to inform design decisions

Lead UX Designer

DISH | Englewood, CO | July 2016 – April 2019

- Lead UX development of products for TV, web, and mobile
- Developed UX processes and improve cross-function product development
- Projects included content discovery, remote interactions, and voice interactions

UX Designer

Hy-Pro Filtration | Anderson, IN | June 2014 – July 2016

- Assessed the usability of front-end & back-end for web & mobile applications
- Designed interactions & workflows between departments, CMS, & website
- Created prototypes

Multimedia Designer

Enigma Marketing & Travel Solutions | Indianapolis, IN | July 2012 – May 2014

- Designed & developed applications for a variety of industries including tech, financial, insurance, & apparel

Education

MS in HCI

Indiana University | Indianapolis, IN
UX/UI Design • Research Design • Data Analysis

AAS in Visual Communications

Ivy Tech Community College | Indianapolis, IN
Emphasis on Web Design • Dean's List

BA in English

Chapman University | Orange, CA

Magna Cum Laude • History Minor

Cours de Civilisation Française de la Sorbonne

Paris, France | Spring 2007

Studied French language, literature, and history as a part of the American Institute for Foreign Study

Recognition

2023 Digital Health Media Awards

Break Room on MedPage Today won Bronze for Web-Based Interactive Conten

CE Pro 2018 Best Award for UI Design

CEDIA Expo | OnePoint Mobile App

Published at CHI 2016

Legitimacy Work: Invisible Work in Philanthropic Crowdfunding | 23% Acceptance Rate