

## SUMMARY

**UX professional and design thinker of 11+ years.** Co-founded and led UX and research at multiple startups, contracted for several mid-sized companies, and currently work on a larger design team at an organization where my work touches thousands of global brands and millions of shoppers worldwide. Committed to delivering data-informed and research-backed designs that meet user needs **and** business objectives. Also a writer and racing driver in my spare time!

## PROFESSIONAL EXPERIENCE

- Senior Product Designer** • Consolidated **60+ outdated, disparate, confusing interfaces** into **3 clear, consistent, and actionable dashboards**, increasing client satisfaction and decreasing churn amongst thousands of global brands and retailers.
  - Led the **redesign of the Bazaarvoice Reporting tool**, providing thousands of global brands with access to critical data to manage their consumer-generated content programs while also allowing our business to deprecate an outdated & costly platform in favor of the more flexible, useful reporting tool.
  - Designed, tested, and launched the **first ever intra-portal workflow**, allowing users to seamlessly navigate between two separate interfaces and resulting in customers having quicker and more useful access to program insights.
  - Translated qualitative and quantitative user research into a new **mobile-first redesign of the Bazaarvoice consumer review submission experience**, launched to millions of consumers worldwide, resulting in **upwards of 500% increases in review submission** for various clients.
  - Partnered with UX Research team to create a **replicable digitization of customer journey maps**, shared during company-wide all-hands, resulting in partnering teams' adoption of templates to identify redundancies and improve efficiencies across their products.
  - Joined Bazaarvoice to lead UX efforts on Brand Edge, our SMB solution, **resulting in fewer support calls, improved usability of platform and increased self-service capabilities.**
- UX Designer** • **Led all aspects of design and user research** for a startup with a social storytelling app, resulting in organic adoption from 0 to 1000 registered users in over 30 countries.
  - Helped lead **key redesign of company's entire online and mobile application suite** for its multi-currency travel card SaaS platform.
  - Responsible for **defining the interaction framework** and crafting the initial designs that set the direction for the look and feel of the product.
- Head of Design** • **Led all aspects of design and user research** for a startup with a social storytelling app, resulting in organic adoption from 0 to 1000 registered users in over 30 countries.
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## EXPERTISE

Human centered design  
UI & interaction design  
Mobile web & app design  
Interactive prototyping

SaaS & enterprise design  
Dashboard design  
Data visualizations  
Journey mapping

User research  
Usability testing  
Heuristic evaluations  
Fluent in Spanish

## TOOLS

Axure FullStory Condens  
Sketch ProductPlan Pendo  
inVision JIRA Wix  
Craft Confluence Squarespace

## EDUCATION

**Bachelor of Arts | Double Major, Communications and Hispanic Studies**

Boston College

2009 - 2013