

Product designer with 10+ years of experience in driving vision and execution for simple, impactful product experiences.

Experience

Senior Experience Designer | Dictionary.com

Apr 2023 – Apr 2024

- Designed and launched products for a language-learning service:
 - A \$5/month ad-free subscription service that helped diversify revenue.
 - Increased account signups with the implementation of Google SSO.
 - A full redesign of a 2-million-subscriber newsletter, which increased clickthroughs and enabled several sponsorship deals.
 - A school-friendly safe browsing mode for student users, which prepared the way for further development of education products.
- Took a contributing role with the product team to establish strategic direction and product vision, including leading stakeholder discovery sessions, prioritizing features, developing roadmaps, etc.
- Led all design initiatives for the company's foray into education technology, guiding cross-functional efforts to convert complex problems into a high-impact vocabulary study solution that improves student outcomes.
- Built trust and influenced alignment by working closely with executive leadership and support teams, communicating clear design requirements, and advocating for high UX standards at all touchpoints.
- Drove team-wide impact through mentorship and fostering a culture of growth and collaboration.

Lead Product Designer | MagicBus

Jun 2021 – Apr 2023

- Designed and launched products for a rideshare/carpooling service:
 - A rider-focused web app that increased ease of use and overall product understanding.
 - A coordinator portal that made the process of managing company vanpool programs more streamlined and efficient.
- Directed end-to-end product design in a startup environment, elevating the design process and implementing best practices.
- Conducted user interviews with riders, program coordinators, and other stakeholders, then created data-informed, insight-driven prototypes.
- Refreshed the brand identity and established a consistent design system, with detailed instructions for the development team.
- Provided creative oversight for web and print design, applying the new brand guidelines consistently across all touchpoints.

Skills

Leadership

- Team and project leadership
- Cross-functional collaboration
- Developing product strategy
- Coaching and mentoring

Design

- Product design
- User experience design
- UI/interaction
- Design systems
- Wireframing
- Prototyping
- Detailed specs
- Mobile and web design
- Brand identity
- Marketing
- Motion graphics
- Print
- Photography

Technical

- Figma, Sketch
- HTML/CSS
- Photoshop
- Illustrator
- InDesign
- After Effects
- Google Suite
- Slack
- Jira, Asana, Trello
- Git/Bitbucket

Education

Brigham Young University

- BA Graphic Design, 2013

Experience, cont.

Product Designer | RevRoad

Aug 2017 – Jun 2021

- Embedded with startup teams during a 2-year venture services/accelerator program, contributing directly to product strategy discussions, client interactions, and user testing, strengthening design alignment with user needs and business objectives.
- Designed and launched MVP products for more than 30 startup companies:
 - Worked directly with founding teams to define requirements and create compelling UX flows, wireframes, prototypes, and development-ready design specs, contributing to a dramatic increase in company success rate.
 - Covered projects in 20+ industries, such as edtech, social media, consumer electronics, hiring, compliance, ecommerce, financial planning, publishing, and more.
 - Project platforms included web, mobile, iOS, and Android.
- Coached and mentored other designers and members from both portfolio companies and accelerator/venture services teams.
- Directly managed and assisted junior designers in the creation and management of accompanying marketing websites, checking for design consistency and alignment with business goals.

Creative Director | Osmond Marketing

Feb 2017 – Aug 2017

- Created 50+ branding, print, and web design projects, cultivating many long-term client relationships and guiding teams through complex marketing and design challenges.
- Supervised 2 web designers.

Chief Design Officer | 2nd Story Capital

Sep 2015 – Apr 2017

- Provided comprehensive design oversight and strategic consultancy for 12+ investments and portfolio companies, delivering high-impact brand and product designs. Also consulted on various interior design projects.

Product Designer | Blackboard K-12

Jun 2013 – Sep 2015

- Redesigned all screens and workflows of a school-to-home communications app to align with new branding, improve consistency, and enhance user engagement.
- Produced brand designs, marketing materials, and campaign strategies.