

Summary

As a visual designer favoring a clean and modern aesthetic, I hope to be a valuable asset to a team looking to increase their appeal by impressive design. My experience spans design at various roles - my two most recent roles have been self started and developed entirely by myself. Hosty Club shows my strength of ideating and designing a clean brand and product from scratch. Anchor Pillar is simply my design work presented in an agency format. My time spent freelancing has allowed me to travel and live in Italy, relocate to Los Angeles, and rediscover my passion for music on the side. Now I am looking to step into a junior design role where I can consistently add value and improve my craft of digital design.

Experience

FOUNDER, ANCHOR PILLAR — JAN 2018 - PRESENT

Anchor Pillar is a single-person studio offering UI and UX design, web design and front-end development, brand identity and voice, creative direction, and other digital design initiatives.

FOUNDER, HOSTY CLUB — JAN 2017 - JAN 2018

The Hosty Club is a personalized marketing tool for vacation rental management companies, consisting of two products: a custom designed 'Welcome Set' and the 'Member Club' digital loyalty program. Led all ideation, product design, web design, visual design and website development to build a functioning e-commerce site receiving ~\$1k in pre-orders; pivoted to b2b sales selling to vacation rental management.

LEAD PRODUCT DESIGNER, SWOONERY — SEPT 2016 - JAN 2017

Led a full website redesign and ideated sales initiatives for a leading jewelry e-commerce startup, while working with remote engineers in Poland to develop the iOS app. Designed consumer facing advertisements that were displayed on the Bloomberg terminal to ~500k+ Bloomberg audience readers. Led iOS wireframe, UI and UX roadmaps for a jewelry gifting app.

FREELANCE PRODUCT DESIGNER, MILK STUDIOS — AUGUST 2016 - SEPT 2016

Worked with Milk Studios: Agency on LuluLemon brand initiatives, including messaging, design and pitch deck proposal to LuluLemon Executive board the new ENLITE bra. Tasks included working with the marketing team on product and visual design direction, mock ups, typography layout on pitch decks, and brand campaign brainstorming.

LEAD PRODUCT DESIGNER, APPLICO — MAY 2016 - JUNE 2016

Led UX and UI for two consumer facing applications: InMatch Sports and BuzzCap.. Successfully worked with clients to agree on overall user interface design and full user-flows. Ideated from scratch, leading both user experience and interface design. Worked with Sketch and Zeplin alongside front-end developers to build and ship to the App Store.

30 WEEKS DESIGN PROGRAM, GOOGLE — SEPT 2015 - MAY 2016

Chosen out of over 500 applicants from around the world to be 1 of 25 students in the design school by Google. Later selected as one of last remaining 5 to continue in an additional 15 weeks of schooling. With in-house sessions from firms including IDEO and Frog, the emphasis of this program centered around design thinking and the process of iterating constructively around an idea to bring the concept to fruition.

PRODUCT DESIGNER, NOODLE EDUCATION — SEPT 2013 - APRIL 2014

At Noodle Education I worked as a product designer and front-end developer as an apprentice under CEO John Katzman. Designed and developed internal company dashboard using the Slack API and allowed team members to communicate internally outside of email.

PRODUCT DESIGN INTERN, FAN-FOOTAGE — JULY 2013 - AUGUST 2013

Designed all pitch-decks used to brief music agencies and par worked on overall brand design collateral.

PRODUCT DESIGN & FRONT-END DEVELOPMENT INTERN, BETTERMENT — SEPT 2012 - JULY 2013

Paired as apprentice under the CEO as part of the program "Enstitute" - an alternative to traditional higher education, selecting 11 apprentices. Designed internal company dashboards displaying total assets under management working alongside engineering and coding the front-end.

Education

- "30 Weeks" by Google Design, supported by SVA, Parsons, Pratt; (1 of 25 students), September 2015 - March 2016
- University of Michigan, Ann Arbor — Jean Fairfax Scholarship — Art & Design, 2014-2015.

Skills

Visual Design, HTML / CSS, Photoshop, Sketch, user flows, wireframes, high fidelity prototypes, user-centered designs, iterating rapidly, collaborating with engineers, Wordpress, planning and executing both redesign and new-concept design projects, email, website, social and ad hoc print, working effectively with marketing team, label design, packaging and presentation