

EDUCATION

New York University,
M.S, Integrated Digital
Media
(January 2021 - May 2024)

UC Berkeley
Extension,
User Experience
Program
(March 2017 - March 2020)

DePaul University,
B.A.Sc, Finance
(September 2012 - June 2015)

VOLUNTEER
Springboard UX Mentor
(October 2021 - Current)

ADPList, UX Mentor
(June 2020 - Current)

Friends of Figma, UX
Speaker
(March 2022 - March 2022)

ProApp, UX Mentor
(June 2020 - Current)

Huckleberry Youth, UX
Speaker
(March 2020 - March 2020)

SKILLS

Design
Design Thinking, Design
Strategy, Wireframing,
Diagramming, Prototyping,
User Research, Content
Strategy, UI and UX Design,
Information Architecture,
Service Design, UX Writing,
Graphic Design, Creative
and Art Direction, Aug-
mented Reality.

ABOUT

Strategic Lead Product Designer with a heavy focus in UX, UI design, and AR with proven experience in leading complex projects through user research, quantitative decision making, service design, and collaboration with senior stakeholders. Founder of a recognized ecommerce business, SOOD with a global footprint. Recognized as a rising thought leader who has presented to hundreds on UX design and mentored over 70 people.

WORK

Amazon
UX Designer II - Buy with Prime
(January 2021 - Current) | New York, NY

- Acted as a lead designer for shoppers being able to add multiple quantities for Buy with Prime checkout to enable cart building; increased sales and customer conversion
- Collaborated with UX researchers, copywriters, and product teams on a high priority project to get the design experience completed in 3 months and handoff'd to development; advocated for shoppers needs and wants pushing for features to get prioritized and developed.
- Created processes for UXW and UXD by running retros, stand ups, and reviews for better cross collaboration
- Supervising an intern for the summer, creating an onboarding and summer project plan, leading reviews, meeting weekly to deliver a full project by the end off the summer.
- Founded and led a team of 4 to successfully run a community organization at Amazon called Creative Spotlight; highlighting new speakers every month on different skills; increasing team health and connections; hosted 2 so far with over 80 attendees.
- Currently leading a PRFAQ, to bring a try on feature through Augmented Reality for shoppers on Buy with Prime; pushing to get AR on the roadmap and prioritized

UX Designer II - AWS Fintech
(November 2020 - Current) | San Francisco, CA

- Worked as the lead designer and product manager by leading another designer to launch a brand new tool called PLATO for Amazon's AWS Fintech and Sales organization
- Ran research studies, brainstorm sessions, and created user flows to simplify complicated backend systems by working closely with the tech teams;
- Used Figma to design and launch: dashboard, settings, notifications, searching capabilities, onboarding, and data analysis tables for AWS data
- Wrote a PR FAQ for an update to AWS's design system Polaris; got buy-in from stakeholders and launched a new design system.

SOOD, Chief Executive Officer
(January 2018 - Current) | San Francisco, CA

- Founded and Managed a team of 8: Creative Director, Developer, and multiple Marketing associates; got published in Vogue, Glamour, Vanity Fair, Elle, and more, hosted 4 or more pop ups in the New York city area.
- Designed by collaborating with an industrial designer and artist to produce and create the Edge collection which consists of 12 jewelry pieces, also created the Blackwork collection which consists of: 4 scarves, and lastly designed a whole line of clothing.
- Lead Art direction and creative strategy for all photoshoots, branding, and overall brand aesthetic

Development

HTML5, CSS3,
JavaScript, SQL, P5JS

Tools

Sketch, Figma, Keynote,
Principle, Invision,
Overflow, Lookback,
UXPressia, Lucidchart,
Principle, AutoCAD
Adobe Creative Suite:
Photoshop, InDesign,
Lightroom, Illustrator,
Premiere, Microsoft Suite:
Word, Powerpoint, Excel.

Personal Skills

Thought Leadership,
Relationship Manager,
Communication, Public
Speaking.

First Republic Bank, UX UI Designer

(May 2020 – November 2020) | San Francisco, CA

- Designed and shipped over 12 new features for FRB's IOS and android apps
- Designed new components for first republic bank's design system
- Launched a new feature for First Republic Bank's app that provides customers with a customized homepage with news, offers, messaging and facetimeing your banker, and ordering checks ahead features.

Afterpay, Product Designer

(June 2019 – May 2020) | San Francisco, CA

- As the solo designer in the US, worked directly under the CTO by auditing and redesigning the current merchant onboarding experience; increasing merchant sign ups
- Redesigned and ran research studies on the Afterpay and Shopify integration app; decreased time and effort spent on integrations
- Ran in person focus groups and user research studies in order to launch in-store digital card for the US; increased conversion and overall flexibility for the shopper to be able to shop in stores
- Presented on design in Australia Offsite conference in front of 600 employees.

Thomson Reuters**UX Designer, Customer Success Manager**

(December 2017 – June 2019) | San Francisco, CA

- Went through the UX process on apps for an enterprise product (Eikon) involving multiple different languages for users globally. Built wireframes, prototypes, and conducted Interviews and designed new UI for AI models.
- Hit over 100% of sales and retention quota for 4 quarters. Managed partner relationships and discussed strategy with executives and C-suite at Google, Facebook, Apple, Microsoft and 15 other large tech clients.

NASDAQ, Account Manager

(March 2016 – December 2017) | San Francisco, CA

- Consulted on IR Insight platform for clients such as Microsoft, Snapchat and Amazon, and more in order to keep relationships by hitting 100% quota 4 quarters in a row.
- Built and maintain relationships with Directors and VPs in strategic and development roles

PWC, Risk Assurance Associate

(August 2015 – February 2016) | Chicago, IL

- Programmed complex journal entry testing projects in SQL and ACL by performing risk based tests giving insights to audit teams.