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Summary

Senior Product Designer with 5+ years of experience in healthcare, marketplace and B2B. Led and delivered multiple design projects/products across native mobile and web platforms. Contributed to the increase of important business metrics such as revenue growth, user satisfaction, and conversion. Experienced in “zero-to-one” design development and growth design strategy, having been founding designer for new products.

Experience

Indeed.com

Senior UX Designer / 08.2021 – current / Remote

Drove scalable growth for Indeed asynchronous video hiring solutions

- Achieved a 72% lift in completion rate and a 67% lift in interview start rate for Indeed Incubator's asynchronous video interview product
- Aligned design strategy with cross-functional team members through leading quarterly workshops and ideation sessions
- Identified growth opportunities using various user study methods and launched 22 experiments over the course of 2 quarters, prioritized and iterated based on user insights in collaboration with the PM
- Implemented a redesign project across all user journey touch points to increase value and accelerate growth.

Nomad Health

Product Designer / 05.2020 – 08.2021 / New York

Nomad Health is a digital marketplace for healthcare staffing.

- Led design efforts for search and communication experience on Nomad Health's platforms, resulting in 26% increase in texting adoption, 14% in messaging response rate and 10% in search conversion.
- Collaborated effectively with cross-functional teams to ensure seamless end-to-end delivery of designs.
- Initiated and implemented user research strategy including drafting strategy plan, onboarding new research tooling and creating user research panels.
- Successfully mentored a junior designer in effective user research practices.

Allergan USA

Product Designer / 03.2019 – 05.2020 / New York

Designed for tryregi.com, a marketplace for aesthetic providers and curated beauty treatments.

- Pioneered the design team and user research practice as the first designer on board
- Collaborated closely with Growth team to develop effective landing page and onboarding design strategies
- Conducted in-depth user studies, data analysis, and interviews using platforms such as Segment, Heap, CrazyEgg, and usertesting.com
- Contributed to a 2.35% increase in booking requests through targeted efforts

Verizon

UX Designer / 03.2018 – 03.2019 / New Jersey

Designed for Verizon MyBusiness, a portal for business clients to manage their wireless services.

- Streamlined business user flow, enhancing employee's wireless service management experience
- Successfully delivered 3 complex design projects with multiple user roles and account levels
- Boosted online purchase conversion rates by 10% and achieved an impressive NPS score of 4.1

Intent

UX Design Consultant / 07.2017 – 02.2018 / New York

Intent is a data science start-up of predictive intelligence in travel industry advertisement.

- Created detailed wireframes, sketches, user flows, mockups, prototypes and conducted extensive user research to enhance the UX of company's core web application resulting in a revenue boost of 4.9%.
- Devised an innovative mobile advertising experience which amplified interaction rates by 50%.
- Collaborated closely with Innovation and Growth team for rapid prototyping, A/B testing and incremental iteration of new product experiences.

Awards and Acknowledgements

Grand Prize Winner | The NYU Mobile App Contest | May, 2017

Education

Master of Arts (M.A.) in Digital Media Design

New York University | 08.2015 – 05.2017 | GPA: 3.84