

## PROFILE

Particularly comfortable in dynamic work environments with shifting demands or unpredictable needs, I build products that are principled, emotional, and scalable. Having worked along every step of the product development pipeline, from creative and marketing to product design and refinement to project management, I have intimate knowledge of how different disciplines can work together to create valuable products. I have a specific interest in letting user experience and feedback define a product while preserving the original vision. My workflow is informed by creative potential but guided by an academic process, striking a balance between qualitative and quantitative values.

## EXPERIENCE

**Brand - Visual and UX, ShopRunner** — New York, NY and Chicago, IL — December 2019 — February 2022

In this position, I worked with a wide variety of teams to bring approachability and renewed relevance to this multifaceted e-commerce brand, acquired by FedEx in December 2020. Visual and UX work involved overall strategy, brand book development, product wireframes, as well as qualitative and quantitative data analysis and recommendations.

- Established and supported ShopRunner's first Design System in conjunction with product and engineering teams, oversaw implementation on a sprint basis, offering consistency and recognizable UI elements for customers.
- Initiated, collaborated, and deployed a full brand book for ShopRunner, building on existing brand assets. Achievement resulted in improve efficiency of decision-making for the organization, consistency across products and teams, and improve brand perception by consumers and prospective partners.
- Collaborated on and supported ShopRunner's first direct B2B marketing effort and supported sales teams with interactive product wireframes and prototypes, resulting in record new partner launches.
- Lead time-sensitive brand initiatives including introduction of COVID-19 messaging for the brand, social justice initiatives, and made user experience recommendations for public properties through wireframes, prototypes, and user research, informed by brand principles.
- Drove the establishment of a large scale email "test and learn" program, focusing on identifying UI and brand exposure opportunities for both SR and partners, based on qualitative and quantitative feedbacks, managed through Jira, Looker BI software, and Iterable. Email marketing performance metrics lift: open rate increase +7.2%, Click rate increase +9.68%, CTOR increased +3.8% YOY

**Digital Lead and Creative Director, Flaneur** — New York, NY and Los Angeles, CA — December 2017 to December 2019

In this position, I lead Flaneur's digital product development- including a comprehensive relaunch of their website- as well as art direction in the effort to drive growth and customer retention.

Digital Product:

- Lead complete website overhaul from concept to execution, initiated by a thorough brand audit.
- Decision-making regarding complete user experience/interface, art direction, selection of development team.
- Managed project with in-house developers and 3rd party vendors with sprint-based project management and comprehensive quality control.
- Pioneered new forms of product interaction in the e-commerce and home textiles space including a digital color palette creator, swatch book system, and proprietary real-time order tracking systems.
- Conducted user-testing, surveys, and piloting programs to increase growth and customer retention.
- Implementation of SEO strategy resulting in a 2,000% increase in organic traffic.

Creative Director:

- Designing peripheral assets such as receipts, return labels, stationery, gift cards, look books, and more.
- Creation comprehensive brand codes guide - from font usage, brand atmosphere/tone, appropriate imagery.
- Design and conceptualization of omni-channel creative assets guided by sales need, along with copy and theme.
- Directed seasonal photo shoots from concept to set styling and direction.

**Freelance full-stack branding and marketing consultant** — August 2010 to May 2017

Tasks include: Product design (Sketch, Figma, Drama/After-effects, Adobe Suite, user journey mapping softwares), corporate and startup brand development, pitch development (voiceover, syntax), data visualization, data analysis (organic), pitch deck development (VC), photography, copywriting, compliance (Plain English campaign, copy-editing),

cross-timezone campaign planning, visual design, creative direction, logo design, front-end web development (CSS/HTML/Javascript), content creation, content layout, comprehensive SEO strategy.

**Lead Designer - Brand, NILI LOTAN** — New York, NY — December 2015 to January 2017

Leading a full-stack branding effort, from copywriting, visual brand development, and marketing material at this luxury fashion house. Working directly with PR director and President and lead fashion designer (Nili) to execute an extremely cohesive and immersive brand experience while maintaining a very well defined aesthetic.

**Designer, St. John's University** — New York, NY — Sept 2014 to May 2017

Leading teams of photographers, graphic designers, content creators, and more, I developed countless campaigns, from Relay for Life to a full rebranding of St. John's University and Student Government, Inc.; from planning stages to execution, from digital content, print media, apparel and more. This work lead to increased interest in Student Government, Inc and student engagement with Student Government, Inc.-supported programming.

Clients include: Caraway Cookware, Kayak, Andela, Sabine Heller, Barclays Wealth & Investment Management, Igwedima Okafor, Plugged NYC, Humans of Cincinnati, The Source Magazine, DS206

**PUBLISHED WORK**

**Bond Official** — *What Makes Karl Lagerfeld So Irreplaceable?* (Obituary) — February 2019

**Ebony Magazine** — Chadwick Boseman Ups His Game (Cover Story) — November 2018

**The Interior Review** — 8 Tips to Help Your Creative People — June 2018

**St. John's Review** — Name Games: Understanding Parent Company Naming and Brand Values — October 2017

**EDUCATION**

**St. John's University**, Queens, New York — 2013 – 2017

**SKILLS**

Proficient in the Adobe Suite (Photoshop, Illustrator, etc.), Sketch, and similar prototyping softwares (including No Code solutions such as Webflow). Proficient in Agile project management and PM tools such as Jira, git, and Bitbucket. Proficient in Looker BI tools, hiring tools: Hubstaff, email programming software such as Sendgrid, Mailchimp and Iterable, and customer support software such as Intercom. Proficient in Google Search Console; Google suite, Google Analytics (standard and tag manager). Extensive experience in Brand Book development and brand auditing. Proficient in front-end web development languages (CSS, HTML, Javascript, and derivatives), proficient in the Microsoft Office Suite, video editing, public relations, data analysis, visualization, photography, research, pitch development, advertising, copywriting, graphic design, public speaking, marketing strategy, writing, event planning, print media, social media content strategy/design.