



## Intentional

*Experienced, consistent, and analytical, my design practice leads with empathy, and results in impact.*

## Experienced

### ParentSquare

#### Sr. Product Designer

Jun 2021–present

*(formerly Remind, Inc. acquired by ParentSquare Dec 2023)*

- Co-led the development of our product team vision and principles to align efforts across cross-functional partners
- Supported a major strategic business pivot by building several zero-to-one features to target an entirely new customer; schools and districts
- Refined and optimized our direct-to-consumer sign up funnel driven by user research, experimentation, and data analysis
- Consistently shipped new and refined features to improve user experiences for tutors, parents, and students, including scheduling and communications features

### Clever

#### Product Designer

Mar 2018–Jan 2021

- Responsible for end-to-end design from inception to execution for products that shipped across multiple user types.
- Overhauled our School Admin experience to double our feature offering and provide an optimized landing experience, leading to 60% increase in monthly active users (22K to 35K)
- Designed the Clever Library from scratch, revolutionizing the way teachers to find and adopt edtech - now used by over 10% of US teachers and growing over 3.5x YOY
- Drove growth of lead gen rate in our App Store through rapid cycles of experimentation and design (0.3% to 2.4%)
- Matured the design org by crafting design principles, developing user personas, and expanding our design system

### WalmartLabs

#### User Experience Designer

May 2013–Jul 2017

- Led, designed, and shipped an optimized end-to-end in-store pickup experience on native iOS and Android to leverage updated capabilities and support various store formats resulting in NPS lift
- Created native iOS and Android visuals for Walmart Pay, driving acquisition of more than 1 million unique users while earning a design patent (us D820,850) for our payment drawer interface
- Explored and user tested several design iterations of a combined checkout and fulfillment system for grocery and general merchandise to inform strategic business decision
- Shipped redesigns and optimizations across product, store, and checkout pages that drove higher conversion rates

## Skilled

### Design

Interaction design

Visual design

User research

Interactive prototyping

Rapid experimentation

Design systems

Persona development

Product strategy

### Interests

Public speaking and improv

Workshop facilitation

UI animation

Game design and theory

Photography

Video editing

### Tools

Figma

Sketch

UserTesting

Adobe CS

Keynote

iMovie

Mac OS

iOS

### Freelance

Product design

Interaction design

Motion design

Logo design

## Educated

### Miami University

**Bachelor of Fine Arts: Graphic Design & Interactive Media**

2005–2009 Oxford, Ohio