

## Experience

### **Handshake** San Francisco, CA

#### Product Designer

2017 - Present

- Led design and user research for employer-facing product, including our first in-product Premium offering, resulting to a 70+ NPS score among Premium customers and \$5M in annual recurring revenue from the employer business.
- Led design for Growth team, contributing to a doubling in year-over-year student user acquisition rate during back-to-school period.

### **GE Digital** San Ramon, CA

#### UX Leadership Program Designer

2016 - 2017

- Led design for Security team's User Account & Authentication Dashboard, enabling Predix developers to set up accounts and groups for their applications more easily.
- Paired with senior UX researcher to orchestrate formal user testing on Predix application security setup process.
- Led design for MVP of Predix.io's Security portal, condensing 30+ pages of material by leading user-centered-design workouts with stakeholders.
- Created interactive prototypes of power-plant-optimization software for user testing.

### **Kaiser Permanente** Oakland, CA

#### Design & Development Intern

2015

- Designed and implemented official style guide for the company's corporate benefits-portal redesign using HTML, CSS3, and Javascript.
- Produced visual aids to support company-wide change-management efforts.
- Ensured portal's layouts and colors met ADA compliance requirements and larger KP brand guidelines.

### **VIZ Media** San Francisco, CA

#### Marketing Manager

2011 - 2014

- Created, planned, and executed all marketing efforts for VIZ print books spanning five imprints.

### **Random House, Inc.** New York, NY

#### Multiple Marketing Positions

2006 - 2011

- Managed library-marketing efforts for and served as market consultant to 25+ sales & distribution clients, including DC Comics and National Geographic.

## Education

### **University of California, Berkeley**

#### School of Information

Master of Information Management  
and Systems - UX Design Focus

2015 - 2016

### **University of Michigan, Ann Arbor**

#### School of Literature, Science & Arts

B.A - English Language and Literature

2003 - 2006

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## Teaching & Instruction

### **UC Berkeley Athletic Study Center**

Graduate Tutor - Writing and Study Skills

2015 - 2016

### **Sweetland Writing Center**

Writing Tutor

2003 - 2006

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## Leadership

### **SF Mambo Collective**

Co-founder, Dance Instructor, Web  
Designer- sfmambo.com

2015-Present

### **The iSchool Review**

Co-founder, Lead Designer, Lead Front-  
End Developer

2015-2016

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## Tools

### **Preferred**

Sketch  
Code  
Marvel  
Zeplin  
Abstract

### **Some Experience**

Axure  
Photoshop  
InVision  
Framer