

## Summary

I'm a product design leader with 13 years experience solving complex, early-stage product problems for both startups and well-established companies. As a systems-thinker, I build cohesive product vision from fragmented and siloed features and replace the outdated and clunky with elegant simplicity. My direct reports have described me as thoughtful and flexible, highly-skilled at facilitating teamwork, and creating an environment where they can do their best work. My superpower is my ability to see patterns and opportunities where others don't.

## Sr. Staff Product Designer

Drift / Salesloft — Boston, MA

**September 2023 – Present**

- Led the iterative launch of a tool for marketers to upload documents and crawl their web content to train our AI-powered features.
- Led the iterative build of an AI-powered search widget that engaged site visitors and deflected support questions away from chat.
- Tested rapid prototypes with marketers in weekly continuous discovery research calls.

## Sr. Design Manager

Indigo Agriculture — Boston, MA

**April 2020 – July 2023**

- Grew my team of product and content designers from 2 to 5 while mentoring the full design team of 30 through design review and pair designing.
- Crafted and shared vision for unifying our login, account management, and navigation systems with diagrams, prototypes, videos, and presentations.
- Collaborated with product management, design, and engineering leadership to craft a vision for a single information architecture and navigation for multiple products.
- Led the iterative rebuild of a bespoke design system so it could be adopted by 150 engineers and 30 designers.
- Created accessible design system components and built corresponding Figma libraries, resulting in a consistent visual language across multiple products.
- Evangelized design system thinking, wrote and socialized pattern usage guidelines, and consulted with feature teams implementing or contributing to the design system.

## Principal Product Designer

ezCater — Boston, MA

**February 2018 – April 2020**

- Led design system thinking by partnering with engineers, researchers, and product managers, resulting in the creation of design system components and usage guidelines.
- Overhauled the design team's design review process, resulting in higher-quality and more frequent feedback for designers on the team.
- Sketched, wireframed and prototyped new concepts and validated with user insights and data to produce high fidelity mockups and interactive prototypes.

## Senior UX Designer

LogMeIn — Boston, MA

**October 2016 – October 2017**

- Led the redesign of the Grasshopper homepage and purchase flow, leading to an increase in conversions and an increase in average order value.
- Performed competitor analysis and gathered user feedback via interviews and usability testing sessions to make design decisions.

## UX Manager

athenaHealth — Watertown, MA

**March 2016 – October 2016**

- Led UX projects for three Scrum teams, wireframed and prototyped solutions, delivered high fidelity mockups, and collaborated with developers building my designs.

## Senior Interaction Designer

Citrix/Grasshopper — Needham, MA

**January 2011 – March 2016**

- Led all design decisions and execution for the company as the sole designer, including redesigning the Grasshopper website and purchase flow resulting in a 40% increase in conversion.

## Education

### 2010 Graphic Design Certificate

Boston University CDIA  
Waltham, MA

### 2009 Bachelor of Arts, History

University of New Hampshire  
Durham, NH