

Recent Experience

WattBuy	Founding Designer (Director of Design)
12/21 - Present	<ul style="list-style-type: none">• Led and executed on design and strategy across all products, in collaboration with leadership, sales, and engineering, resulting in an up to 5x increase in conversion across products.• Led user research using quantitative and qualitative methods that shaped the product-market fit journey. Ran A/B testing that led to a 100% increase in orders and tripling in form conversions.• Built a first-of-its-kind solar advisor chatbot powered by ChatGPT and proprietary data, launching a new AI-driven product that engaged a new user segment, and expanded the company's offerings.• Created design system and component library with engineering which significantly reduced dev time.• Managed agency designers and hired freelancers for specialized projects.
Originate	Sr. UX Designer
10/16 - 04/21	<ul style="list-style-type: none">• Led end-to-end product design for clients across diverse industries, guiding projects from initial concept through user research to final UI design.• Developed high-fidelity prototypes to facilitate rapid testing, iteration, and optimization.• Facilitated client workshops to uncover market opportunities, define product visions, and prioritize MVP features, ensuring alignment with business objectives.• Recruited and managed designers, including junior and senior designers and freelance resources.
Time Inc	Sr. Interaction Designer
02/16 - 09/16	<ul style="list-style-type: none">• Led design for Money magazine, supporting projects for Time and Fortune, creating engaging experiences under tight deadlines tied to publication schedules.• Redesigned flagship products, including the Fortune 500 and Money College Planner, improving design and usability to align with Time Inc's brand reputation.• Collaborated with editors, developers, and product managers to create user-focused designs that aligned with editorial goals.
Wall Street Journal	Interaction Designer
11/12 - 08/14	<ul style="list-style-type: none">• Conceptualized and led design for new site sections focused on personalization and engagement, including a news reader, profile system, and a new commenting system.• Developed a news reader template that became the basis for redesigning article pages.• Led major redesign projects for multiple section fronts and page templates, including the Technology section, which launched to strong positive feedback.

Extracurriculars

Design and Build Conversational AI	Design & Career Mentor
Reforge 2024	ADP List 03/23 - Present
Completed a course on designing conversational AI, covering generative AI projects, user needs, and strategies for deployment and risk management.	Guided 20+ designers through portfolio development, interview preparation, career strategies, and effective communication skills.

Skills	UX, UI, Visual, & Product Design Product & Design Strategy User Research	Workshop Facilitation Typography Illustration Copywriting Figma	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere) HTML/CSS GenAI	Languages
				English Russian Spanish (basic) French (basic)