

I am a product designer with over 9 years of experience in bringing clarity to complex problems through Research, Userflows, Wireframes, and Interface Design. I have worked collectively to bring products to life through the whole life cycle with large B2C and B2B Companies. I love improving workflows and empathizing with my users to understand how they tick.

Skills

Design

Wireframing, Visual Design, Design Patterns, Design System, Prototyping

Research

User Journeys, Workshops, User Testing, User Servays, Personas

Tools

Sketch, Figma, Abstract, Invision, Zeplin, Photoshop, Illustrator, Jira, Pendo

Work Exp.

2020 **Kaseya : Senior Product Designer**

New York, NY | 2017 - Present

Heading the design initiative at kaseya, by implementing user centered design principals and design thinking across their suite of B2B products. I Worked closely in cross-functional teams to identify key usability issues, defining new features, conducting user research, and testing design prototypes with users to validate assumptions. Key deliverables including user journey maps, personas, site maps, wireframes, and high fidelity designs. I also played a role in assisting with developing best practices and design processes.

2017 **Mast Mobile: Lead Designer**

New York, NY | 2016 - 2017

Working closely with stakeholders to identify Masts product goals through wireframes, user research, user journey maps, prototypes, and high fidelity designs. Managing the companies design language through out the marketing website, email campaigns, ios, and android applications.

2016 **Omnigon Communications: Visual Designer, UI Designer**

New York, NY | 2013 - 2016

Acted as a Visual and UI Designer in maintaining and leading big company projects. Key responsibilities including maintaining and develop the visual language of the projects and maintain detailed documentation and redlining projects for developers. I worked as a solo designer and part of a team coordinating efforts for clients such as NASCAR, INDYCAR, PGATOUR, CONCACAF, NBA, and others.

2014 **Colabo Fingers Artist Collective: Creative Director**

Ft. Lauderdale, FL | 2009-2014

Management and direction of a creative team developing complex creative ideas, and production of those ideas. Responsible for art direction of promotional collateral, branding, conceptual sketching, management, and marketing.

2013 Modstar Productions: Digital Project Manager

New York, NY | 2012- 2013

Monitoring and supporting company projects. Completing HR Responsibilities by recruiting and selecting proper candidates for current projects. Produce work plans and coordinate the efforts of the creative team; including graphic designers, creative and media managers, development teams, and technical staff. Clients include: MAC Cosmetics, Fredrick Goldman, Johnson and Johnson, Swarovski, and others.

2012 Scribble Press: Production Associate

New York, NY | 2011- 2012

Pre-press proofing and template creation, overseeing assembly of in store product, as well as company collateral. Managing print production, designing, illustrating, and creating custom materials for company clientele.

2011 Cleanplates.com: Freelance Visual Designer

New York, NY | Freelance Assignment

Creating and designing landing marketing pages for upcoming products and promotions.

2011 BML LLC/ MEMO: Art Director 2011

New York, NY | Freelance Assignment

Oversee and coordinating all creative aspects of the New York-based Art Culture Magazine: Memo publication. Includes art direction, design, branding, conceptual sketching, and production as well as management of digital and print-based communication materials.

2011 GENY: Adobe InDesign Instructor

New York, NY | Freelance Position

Applying a hands-on teaching method, conducting group and individualized projects, and creating specialized curriculum based on the classes need.

2011 Jeffrey Leder Inc: Junior Designer/ Gallery Assistant

Long Island City, NY | 2010 - 2011

Design of corporate design materials, art direction for clients such as Autonomy Capital and Cyrus Capital.



Education

2010 The Art Institute of Fort Lauderdale, Florida

Bachelor of Science Degree in Illustration

2009 Study Abroad: Berlin, Germany

Jan, 2009 - Mar, 2009



Publications & Awards

2014 Modern Pattern: Send Point Publications

2010 Graduated and awarded Best Portfolio

2010 Drawgasmic Coffee Table book : Cranky Yellow Publishing