

Lead Product Designer specializing in event technology, with deep expertise in diagramming and event management workflows. Partners with leadership and Product Management to shape product vision for ambiguous, high-stakes initiatives – from AI capabilities to platform integrations.

Experience

Lead Product Designer Cvent, Mc Lean, VA 3/26 – Present

- Lead design across multiple concurrent, large-scope, ambiguously-defined initiatives, translating open-ended strategic goals into actionable product direction
- Shaping the integration of AI capabilities into the Diagramming product
- Help set strategic direction for Diagramming by proposing initiatives to leadership and PMs drafting vision concepts to align teams on the right problems to solve
- Drove the onboarding experience for customers migrated from Prismm following Cvent's acquisition, easing transition into the Cvent platform
- Expanding seating and attendee management capabilities to support more complex event use cases and integration with Cvent registration

Senior Product Designer Cvent, Mc Lean, VA 3/24 – 2/26

- Mentored and lead a small design team to ideate, streamline user workflows, and bring cohesiveness to our product line.
- Collaborate with Product Managers and Engineering to lead discovery and advance the product vision for Cvent Event Diagramming and integration opportunities.

Product Designer II Cvent, Mc Lean, VA 3/23 – 2/24

- Created workflows, sketches, wireframes, and prototypes to solve planner's pain points for event registration and diagramming.
- Collaborated with SDET on accessibility testing for a product VPAT and provided UX recommendations resulting in the resolution of over 20 issues.

Product Designer I Cvent, Mc Lean, VA 8/21 – 02/23

- Designed a fast way for planners to add sponsors to their event websites.
- Collaborated with content designers, user researchers, product managers, and developers to improve usability and functionality of the Budget, Registration, emails and Site Designer features. Lead the gathering of insights from usability testing.

Senior Designer Art Display Co., Capitol Heights, MD 6/03 – 07/21

- Conducted competitive analysis, information architecture, sketches, wireframes, prototypes, and mockups for a responsive site redesign, resulting in improved user experience and ~20% increase in site traffic

Education

Deque University
Certificate, Accessibility Compliance for UX 12/22

- NN/g courses
- Mobile User Experience • Application Design for Web and Desktop
 - Information Architecture • Designing Complex Apps for Specialized Domains

CareerFoundry
User Experience Design Program, Specialization: UI for UX Designers

American University in Bulgaria
BA Business Administration, BA Computer Science

Skills

- UX DESIGN
- Strategic Design
 - User Flows & Workflows
 - High-Fidelity Prototyping
 - Interaction Design
 - Accessibility
 - Usability Testing
 - User Research
 - User Interviews
 - User Personas
 - Journey Maps
 - Human Centered Design
 - Information Architecture
 - Sketching & Wireframing
 - A/B Testing
 - Visual & UI Design
 - Design Systems

- TOOLS/SOFTWARE
- Figma
 - Pendo
 - Claude
 - Glean
 - JIRA
 - Confluence
 - Pendo
 - GainsightPX
 - MixPanel

- CODING
- HTML
 - CSS
 - JavaScript/JS