

Skills

Design Tools:

- Figma
- InDesign
- Illustrator
- Photoshop
- Miro
- Notion

Design Skills:

- UX/UI Design
- Design Systems
- Wireframing
- Prototyping
- Mobile and Web Design
- Usability Testing

Technical Skills:

- HTML
- CSS
- Basic JavaScript
- Basic Tailwind CSS
- Basic React.js
- Basic Next.js

Soft Skills:

- Leadership
- Team Collaboration
- Problem Solving
- Communication
- Adaptability

Experience

Freelance Product Designer

May 24 – Present

LiveLink | New York, NY

- Led the digital product design for LiveLink, a platform that streamlines booking live entertainment.
- Conducted in-depth market research to understand user needs, informing the design and development of key platform features that address the real pain points of performers and venues.
- Created wireframes and high-fidelity prototypes; conducted usability testing to iteratively enhance the platform's user experience.
- Developed a comprehensive design system using Figma to maintain consistency across the platform, managing reusable components and establishing visual standards.
- Collaborated with developers to ensure design feasibility and maintain quality during the implementation phase.

Architectural Designer

Jul. 23 – Oct. 2024

TAD Associates | New York, NY

- Created compelling presentations and detailed construction drawings for client projects, translating complex concepts into clear, engaging visuals.
- Collaborated closely with architects and contractors to design tech-integrated spaces, ensuring both functionality and aesthetic appeal.
- Contributed to setting technology standards for a global bank's retail projects, enhancing consistency and quality across multiple locations.
- Developed a comprehensive design system in Figma for the Tad.monitor dashboard to standardize components and improve the user experience.

Freelance Designer

Oct. 22 – Jul. 24

TE Creative | Remote

- Created cohesive brand identities for clients across various industries, tailoring each project to highlight their unique market positioning.
- Designed and built a website template, enhancing clients' online presence and providing a scalable solution for future website development.
- Designed a range of marketing materials including logos, packaging, and digital assets to strengthen brand presence and increase engagement.
- Worked closely with clients to understand their goals, ensuring that the final visual identity aligned with their brand values and connected with their target audience.

Education

Lehigh University

May 23

Bachelor of Arts with Honors – **Major:** Graphic & Web Design **Minor:** Architecture

- Teaching Assistant: Web Design
- Honors Thesis: Sustainability & Historic Preservation
- Founder of The Solar Decathlon Design Challenge Team
- Varsity Football
- Lead Ambassador: Up & Up Music Festival

Google

Apr. 24

Professional Certificate – UX Design