

Work Experience

Brewery Agency

FOUNDER & PRODUCT DESIGNER • APR 2023 - PRESENT

- Led the implementation of new design workflows, integrating user-centered tools like Dovetail and Userzoom, resulting in improved decision-making processes.
- Instrumental in securing over \$500K in funding for two SaaS products by demonstrating strong growth-oriented design strategies.
- Achieved a 27% increase in user retention and a 32% surge in app downloads for a Digital Wellness B2C SaaS product through strategic design enhancements and moderated usability testing, garnering positive user feedback and reviews.

Acquco

SENIOR PRODUCT DESIGNER • APR 2022 - MAY 2023

- Conducted stakeholder and user interviews to craft efficient B2B eCommerce seller task automation workflows, driving business scalability.
- Employed heuristic evaluation and unmoderated usability testing to boost user onboarding success rate by 35% and enhance System Usability Score (SUS) by 22%.
- Collaborated cross-functionally with Product Managers, Developers, and Designers to validate feature requests, refine workflows, and encourage collaborative brainstorming sessions.

Innovaccer

DESIGNER I • MAR 2021 - APR 2022

- Played a pivotal role in acquiring 6-figure B2B clients by spearheading the development of key features for a Patient facing digital Healthcare service.
- Achieved 9% increase in daily task completion rates and a significant 13% enhancement in SUS, highlighting the app's efficacy in optimizing healthcare operations and elevating user satisfaction.
- Collaborated closely with Subject Matter Experts, product managers, and fellow designers to orchestrate the end-to-end product experience.

Zoop.One

ASSOCIATE PRODUCT DESIGNER • JUN 2020 - MAR 2021

- Conducted in-depth user research through 15+ user interviews and Subject Matter Expert (SME) consultations.
- Revamped the trial and subscription experience for a SaaS B2B web app, resulting in an 11% increase in user retention rate.
- Led redesign of KYC solution for enterprises, instrumental in securing \$600,000 in funding and boosting user satisfaction rates by 34%.

Fossil

UX DESIGN INTERN • MAY 2019 - MAY 2020

- Conducted extensive research and devised strategic plans for diverse products and campaigns, collaborating with renowned brands such as Hennessy, Coca-Cola, and Google.
- Designed web collaterals for the launch campaigns and digital presence for Google Pixel Buds and orchestrated digital initiatives for Fossil's Voting enabling campaign, amplifying brand engagement and awareness.
- Led discovery sessions and requirement gathering with Coca-Cola team, ensuring alignment of design strategies with business objectives.

University of Texas

JUNIOR VISUAL DESIGNER • OCT 2017 - APR 2019

- Oversaw the conceptualization and execution of brand, program, and awareness campaigns across diverse platforms.
- Formulated and executed digital communication, marketing, and social media strategies to foster meaningful engagement with the target demographic.
- Led the conception and oversight of 25+ comprehensive marketing campaigns, amplifying university-wide outreach and visibility.

Profile Summary

6+ years of expertise in delivering innovative web and mobile solutions in both B2B and B2C settings across diverse industries, including FinTech, Healthcare, Education, Commerce & Entertainment.

Education

University of Texas

Bachelor of Fine Arts (Visual Communication Design)

Conestoga College

Graduate Studies (Interactive Media Management)

Skills

Collaboration

Team player, Communicative, Accountable, Organized, Detail-oriented, Critical thinker

Design

Information architecture, Interaction design, User research, Usability testing, Wireframes, Task flows, Competitive analysis, Heuristic analysis, Prototyping, Card sorting

Tools

Figma, Sketch, Figjam, Abstract, Zeplin, Userzoom, Dovetail, Hotjar, JIRA, Confluence, Miro, Storybooks, Framer, Webflow

Achievements

Webby Award *Winner Entry*

AICC Design Competition *Gold*

Adobe Design Achievement Awards *Silver*

AIGA Counterspace *Bronze*