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WHO I AM

Product designer, 5+ years. Built Sonos's first B2B SaaS product from zero, now redesigning core, financial advisor workflows at Aladdin. Architecture & HCI background — thrives in designing for complex systems, workflows, and service opportunities.

EXPERIENCE

UX Designer II | Aladdin Wealth @ BlackRock | NYC

May 2025 - Present

- **Lead UX for Actions & Oversight and Campaigns**, two core pillars of Aladdin Wealth, defining interaction models for workflows used by wealth professionals globally.
- Directing a redesign of advisor-led workflows, **now in beta with 3,000+ wealth advisors across global markets**.
- **Architected multi-entity workflow patterns** that reduce cognitive load across interconnected systems, balancing depth for power users with clarity for broader roles.
- **Designed data visualization and reporting tools for complex**, high-density datasets used in advisor decision-making.
- **Co-lead an internal AI-in-product initiative**, exploring AI-enabled workflows across research, prototyping, and design ops.

UX Designer II | Sonos @ Sonos Pro | NYC

May 2021 - April 2025

- **One of four founding designers on Sonos Pro, Sonos's first commercial SaaS platform (US20240264794A1)** — co-led design of a multi-location music management platform for enterprise, SMB, installer, and account manager users, grounded in guerrilla research across Boston and NYC.
- Engineered self-service B2B commerce flows that **cut onboarding time 90% and drove 85%+ of Pro revenue**, partnering with 20+ stakeholders across five orgs.
- Designed a **net-new scheduling system** for automated music at scale, **used by 95% of clients**.
- **Designed Front of House**, a tablet-first employee app built for physical work environments — distinct from the broader Pro ecosystem.
- **Led UX for the Sonos Pro Mobile App**, retrofitting the consumer app for Pro-specific setup flows and onsite playback control across iOS and Android.
- **Built and specced components for a cross-platform design system**, working with engineering on handoff to establish reusable interaction patterns.
- **Worked closely with research and leadership to formulate MVP strategy**, using design to inform outcomes.

Software Product Manager (Intern) | Sonos | Seattle, WA

Summer 2020

- Defined requirements and UX direction for new S2 app features; shipped customer-facing functionality within a single internship cycle.

EDUCATION

Carnegie Mellon University Bachelor of Arts

Human Computer Interaction & Architecture, Interaction Design
College Honors, Deans List

OUTSIDE ACTIVITIES

Volunteer Ice Hockey Coach

Ice Hockey in Harlem

Summer 2026 - Present

Volunteer Basketball Coach

Special Olympics - Brooklyn

Spring 2026 - Summer 2026

Volunteer Tutor

East Harlem Scholars Academy

Fall 2024 - June 2026

Volunteer Graphic Design Teacher

East Harlem Scholars Academy

Fall 2024 - Spring 2025