

Lead Product Designer with over a decade design experience for a large-scale D2C e-commerce platform. My best decisions come from work sessions, not while isolated in a design file. I challenge the why, dig into requirements, and share work early because polished work invites approval and unfinished work invites input.

EXPERIENCE

Lead Product Designer | LG Electronics (Staffed via HSAD)

Oct 2022 — Present

LG.com Navigation

- Redesigning LG.com's navigation, an experience that had grown to 238 links.
- Designed A/B tests to validate design decisions driving +61% category page views & +27% search clicks
 - Established a new framework organizing content hierarchy and increasing merchandising opportunities
 - Leveraged product filter data into Guided Discovery (Shop by Depth and Shop by Fuel Type)
 - Simplified desktop and mobile with a progressive flow that reduces depth and page length

LG.com Mobile Optimization

- Optimized LG's product listing and detail pages for mobile as mobile traffic grew, helping drive an 8% conversion lift.
- Used Clarity heat maps, scroll depth, and VOC feedback to identify where the mobile experience was failing
 - Redesigned product cards moving engagement from 13.5% to 33% and scroll depth from 32% to 79%
 - Defined a new sticky filter pattern reducing scroll fatigue more than doubling filter usage
 - Restructured the product page, taking above-the-fold engagement from 12.97% to 32.97%

AI Comparison Summary

- Designed the integration of AI into our comparison experience, translating spec-heavy data into consumer friendly recommendations.
- Proved the concept before any engineering investment by simulating the AI comparison experience through A/B testing on common product comparisons
 - Drove +25.22% conversion and +25.48% average order value in testing, which got us buy-in for the larger build, now live at scale

Design Leadership

- Lead the product design team, managing workflows, supporting designers where needed, and presenting to leadership.
- Mentor designers and own the design system, keeping standards consistent as the team and site scale
 - Primary liaison between design, product, and leadership on strategic priorities
 - Pilot Figma and Claude design-to-code workflows so stakeholders review real builds on their own devices

Sr. Product Designer | LG Electronics (Staffed via HSAD)

Mar 2018 — Oct 2022

- Designed across search, account, checkout, and the platform's first design system.
- Highlight:** rebuilt LG.com's search experience end to end, restructuring the path from keyword entry to filtered results and increasing conversion by 90% YoY.

Art Director | HSAD Agency

Mar 2014 — Mar 2018

- Content design role focused on campaign and marketing experiences across LG.com.
- Highlight:** worked on LG's "OLED is Here" campaign, which won the 2016 LG Global Best Practices Award for Digital Platform Campaign and Communications. As a result, LG increased its luxury TV market share from 6% to 31%.

CONSULTING

Product Designer | SymmetryML

Jan 2020 — Jul 2020

- Product design for a B2B machine learning platform, working directly with founders on the marketing site and product surfaces.
- Highlight:** rebranded their identity, relaunched their site with the founding team, and refreshed the visual design of their internal ML platform.

SKILLS	TOOLS	EDUCATION
Product Design, User Research, Cross-Functional Collaboration, Prototyping, A/B Testing, Design Systems, AI Prototyping, Design-to-Code Workflows	Figma, Claude, Github, Vercel, FullStory, Jira	St. John's University B.F.A Graphic Design Cum Laude