

WORK EXPERIENCE

Senior Product Designer Apr 2021 – Present
Chatbooks — Remote

In my first three years at Chatbooks, I led design across growth and retention — redesigning the subscription experience, building cancellation save flows, and shipping a behavioral credit expiration system that generated **\$7M in revenue in a single day**. I worked end-to-end across research, strategy, and shipped product, collaborating closely with product managers, engineers, and data to ensure every decision connected to a business outcome.

Over the following years, I expanded into core creation — unifying five fragmented book editing flows into one system, reducing "not easy" feedback from **25% to 15% and cutting support tickets 30%**. I also shaped product strategy beyond the immediate design work, mentoring designers and contributing to roadmap decisions across growth, retention, and creation.

Most recently, I've been designing Baby's First Year, a net-new lifecycle product targeting **\$10M in incremental ARR from a 110K-subscriber cohort** that previously had no dedicated experience. I also built a photo viewing experience using Cursor, designed to surface unprinted photos and drive more books to print.

Founder & Product Designer Mar 2015 - Dec 2025
Ox Moon Studio — Remote

Over nearly a decade of freelance work, I partnered with businesses across industries to establish and grow their digital presence — taking most from no online footprint to fully launched, SEO-optimized products across web, web app, and mobile. I collaborated with studios to expand client reach and worked across the full design process from brief to shipped product. Notable clients included Fiverr, HP, Alimetry, Morning Brew, and Setmore.

UX Designer Mar - Nov 2020
Reconnect — Remote

As the sole designer on the project, I led the end-to-end redesign of a probation case management platform for Drug Courts — designing for two distinct and underserved user groups: case managers and the people on probation they supported. This was my first B2B product, my first experience designing for a vulnerable user base, and the first time research fully shaped every decision I made. The redesign **improved task completion rates by 30%** and gave both groups an experience that actually reflected how they worked and what they needed.

SOFTWARE

Figma
Sketch
Cursor
Claude Design
Wix Studio

HARD

UI & UX Design
Product Strategy
Visual Design
Wireframing
Prototyping
User Research
Usability Testing
Prompt Engineering
AI Augmented Workflow
Mentorship
0 → 1 Product Design
Design Systems

SOFT

Communication
Empathy
Teamwork
Problem-Solving
Independence
Adaptability
Fast Execution
Feedback Culture

EDUCATION

B.S. Psychology
University of Central Florida

Certification in UX/UI Design
Career Foundry