

## Education

**General Assembly**, User Experience Design Immersive (UXDI)  
**Parsons School of Design** | BBA, Strategic Design and Management

November 2023  
May 2020

## Professional Experience

### Humming Homes

Brand & Product Design | New York, NY

November 2022 - September 2023

- Served as sole design resource across marketing, brand and web-design while reporting into Head of Marketing;
- Select Projects:
  - Marketing Site Redesign:** Redesigned web end-to-end - from strategy, sitemaps, wireframes, and visual design, UX writing to the final handoff.
  - Marketing Site Web Development:** Worked closely with the Engineering team to provide scope for front-end development.
  - Web & Mobile App Onboarding Redesign:** Collaborated with the Product team to bring a people-led onsite experience to mobile.
- Lifecycle Marketing: Built communication system, designed email marketing campaigns and engagement cycle with users from onboarding through renewals
- Brand Revamp & Roll-out: Worked cross-functionally with CEO on rebrand vision and relevant all GTM efforts.

### Juice Generation

Design & Brand Marketing | New York, NY

December 2021 - November 2022

- Creative Direction: Developed creative direction for photo and video shoots and other marketing collateral.
- Select Projects:
  - Marketing Site Redesign:** Managed communication and developed direction for website redesign with external agencies. Offered feedback where needed on content structure, web design, copywriting.
- Brand Revamp & Marketing: Worked cross-functionally with the CEO and Chief Brand Officer to implement all marketing strategies and campaigns.

### Clean Market / NutriDrip

Creative Marketing Coordinator | New York, NY

May 2019 - December 2021

- Served as the sole contributor across marketing, brand and web-design, working cross-functionally with the Co-Founders of both organizations.
- Select Projects:
  - Marketing Site Redesign:** Optimized and redesigned website to launch a new e-commerce line.
  - Marketing Site Web Development:** Worked closely with external front-end engineers to provide scope to front-end development.
- Brand Design: Designed, produced, and managed all creative assets such as, email blasts, in-store collateral, digital collateral, and more.

## Skills

**Product Design** | User-centered Design, Web & Mobile Design, Visual Design, Prototypes, Mockups

**Brand Design** | Typography, Email Newsletter, Social Media, Content Creation, Moodboards, Brand Style Guides

**UX Research** | User Research, Journey Mapping, Heuristic Evaluation, Personas, User Scenarios, User Testing

**Tools** | Figma, Adobe Creative Cloud, Shopify, Klaviyo, MailChimp

**Other** | Organization, Communication, Leadership, Creativity, Problem-Solving, Collaboration, Strategic Thinking