

Experience

4B Consulting February 2023 - Present

Product Design & Strategy

Providing innovative design solutions and product strategy across different industries

SigFig October 2021 - January 2023

Principal Designer

Led the transformation and experience strategy of SigFig's Digital Wealth platform, a robo-advising banking solution that brings investment products to 1 in 3 households in North America

- Brought cross-functional leaders together to create an innovative and inclusive experience that gives representation and empowerment to underserved population segments traditionally ignored by financial institutions
- Introduced a new framework of configurable layouts and features leading to a simplified and more profitable revenue model, and more efficient, cost-effective product implementations
- Created a new design system and established processes with A11y & Compliance to ensure risk mitigation, and that our products and design system met accessibility standards
- Oversaw a heuristic audit of the product suite to define priorities, the product roadmap, and inform the future vision of the platform (included analyses and collaboration from Data Science, A11y and Growth Marketing stakeholders, among others)
- Interim Head of Design, August - November, 2022

LearnVest / Northwestern Mutual June 2017 - October 2021

Assoc. Director, Product Design 2020-2021

Led the digital transformation for the NM Connect SaaS platform & mobile tooling used by financial representatives, advisors, support agents, and underwriters, impacting the lives of over 5 million clients and increasing productivity for the first time in over 60 years

- Unified the company's complex financial planning, risk, investment, and home office products under a single information architecture
- Collaborated with product and engineering leaders on a new platform architecture and app integration process, saving an average of 12-18 months of development time for new products
- Implemented a design system, cutting 3.5 months of design and development time from what would otherwise be a 12 month project
- Partnered cross-functionally to define the platform roadmap and aligning it with the company's strategic priorities, mapping back to the long-term vision established with my first team in 2017
- Managed a team of 5 designers

Product Design Lead 2019 - 2020

Led design and strategy for a workstream of products and global-level features for the NM Connect servicing platform

- Redesigned and shipped the platform's servicing and search experience, increasing successful searches by more than 50%
- Created a scalable and flexible information architecture to support the rapidly growing number of products being redesigned and integrated to the platform
- Managed 2 designers

Senior Designer 2017 - 2018

Redesign and modernization of the NM Connect servicing platform

- Collaborated with design leaders to define the platform's long-term strategic vision to consolidate 450+ disparate products, apps, and services into a unified, scalable, and modern user-centered experience
- Defined three distinct navigational constructs and created wireframe prototypes for research to determine the most successful framework for a new information architecture
- Designed several visual concepts for the platform vision

Fluid March 2016 - April 2017

Product Design Lead (freelance)

Worked on-site with CitiBank leading design for the new high-wealth CitiGold mobile app

- Went from ideation to launch in under 6 months
- Increased conversion by more than 800% in the first three months
- Increased "Enhanced Team Access" opt-ins by more than 50% in the first three months
- Led UX and visual design on two additional mobile teams following CitiGold launch

Designed purchasing & checkout flows for puma.com; contributed to pitches for various lifestyle brands

Shutterstock February 2014 - January 2016

Senior Product Designer

Redesigned the search experience to integrate Images, Video, and Music to a unified content space on the core digital product

Conducted research for, and designed the vision for an enterprise desktop application

Launch of Shutterstock Music

- Launched product on time three months after I was hired to the team, and hit our first quarter KPIs
- Leveraged user research with competitive analysis to rework inherited designs and maintain standards and customer expectations

Tank Design May 2009 - January 2014

Senior Designer 2012 - 2014 / **Designer** 2009 - 2011

Developed my skills as a product designer working on complex applications and products, and conducting research for clients across industries including fintech, shipping & procurement, travel & hospitality, health & pharma, internet & data security

Clients include:

Achilles Procurement Services, Ella Health, FedEx, Gardener's Supply Co., Genzyme, Kronos, Life Line Screening, Loom Decor, Newport Film Festival, Puma, RBS Citizens Financial, Rockport, Smarter Travel Media/Trip Advisor, Symantec/Norton, Thompson Hotels

Education

Yale School of Management

Business Perspectives for Creative Leaders

Glasgow School of Art - School of Design Glasgow, Scotland, United Kingdom

B.A. (Hons) Visual Communication