

WORK EXPERIENCE

Bloomingdale's | UX Designer

Long Island City, New York | July 2019-Present

- Conducted a comprehensive UX research study with Bloomingdale's digital customers which identified and validated design assumptions for the redesign of the site and mobile digital experience
- Designed a mobile app feature allowing users to instantly and securely verify their identities and pay for products with a barcode scan at the register, which will increase in-store mobile app engagement, drive higher in-store conversion and improve customer satisfaction
- Produce readable, actionable and well-annotated wireframes and prototypes using Sketch and Adobe XD for business stakeholders, peer UX team members and creative designers
- Establish holistic business requirements for mobile app features from a UX perspective. Partner with product owners, project managers and internal development to determine specifications and create wireframes that demonstrate functionality of new app/site features
- Collaborate within an agile framework with Bloomingdale's Digital team, including product and project managers as well as SEO and site merchandising teams to create end-to-end customer journeys
- Optimize Bloomingdale's app shopping funnel to enhance product discovery and provide a cohesive experience across all app pages

PointsBet | UX/UI Designer

Jersey City, New Jersey | November 2018-July 2019

- Evaluate metrics at all customer touch points (from sign-up to deposit) and translate insights into design, resulting in a conversion rate increase of 10%
- Coordinate with business stakeholders to define initiatives and build consensus around design requirements for enhanced experiences
- Deliver end-to-end UX design deliverables from user flows to prototypes and to consumer-facing pages
- Implement design changes to deposit user flow, decreasing us drop-off rate by 15%
- Optimize landing page design from organic traffic to increase sign-ups

Verizon Wireless | UX Designer

New York, New York | June 2017-November 2018

- Conducted qualitative and quantitative user research through focus groups, surveys and interviews
- Collaborated with IT/DEV in analyzing requirements and assessing scope to ensure that designs can be developed to meet Verizon's business needs
- Extended UX concepts through rapid creation of wireframes and low-fidelity prototypes that can be iteratively tested with users and presented to business leads
- Created presentations of UX concepts (journey mapping, personas and scenarios) by writing the script and applying visual design

Verizon Wireless | UX Design Intern

New York, New York | June 2016-August 2016

- Applied UX skills to create a redesign of workforce-facing software
- Led internship team in developing final project and presenting analysis and conclusions to senior management

SKILLS

Design & Tools

Wireframing
Prototyping
Sketch
Figma
Invision
Adobe Creative Suite
Principle
Zeplin

UX Research & Methods

1:1 Interviews
Usability Testing
Competitive Analysis Matrix
Heuristic Evaluation
Personas and Scenarios
Customer Journeys

Programming

HTML
CSS
Python
JavaScript
PHP

Additional

Microsoft Office
Google Suite
JIRA

EDUCATION

University of Michigan,

Ann Arbor, Michigan | April 2017

Bachelor of Science in Information, Concentration in UX Design

University Honors:
Fall 2014-Fall 2015

UMSI Deans List:
Fall 2015, Spring 2017