

Experience

Senior Product Designer (Contract), Instructure
August 2023 – Present

Instructure is an edtech company with a mission to elevate student success, amplify the power of teaching, and inspire everyone to learn together.

Co-lead the design arm of a company-wide initiative to create cohesion and align experiences across Instructure's wide product offering, by developing and maintaining patterns and guidelines, reviewing other designers' work, and acting as one of two point people for all design-related questions.

Work with cross-functional content, product, accessibility, and engineering partners to build end-to-end experiences and features within Mastery Connect — a K–12 digital assessment management system.

Product Design Mentor, Designlab
July 2023 – Present

Designlab offers online UI/UX design courses centered around project-based learning and 1-on-1 mentorship.

Review student work against project briefs and provide constructive, actionable feedback.

Meet with students on a weekly basis via video call to discuss their work, technical challenges, the product design industry, and more.

Senior Product Designer, Fuzzy Pet Health
January 2023 – June 2023

Fuzzy was a startup that hoped to change the future of pet health care by providing on-demand, virtual care.

Led design on the Growth pod in partnership with marketing, product, UX research, and engineering. Rebuilt the onboarding/diagnostic quiz experience and increased top-of-funnel conversion rates by 40–78%.

Actively participated in roadmap planning, serving as a champion for user-centered design while accounting for marketing and other stakeholder needs.

Took ownership of Kibble, Fuzzy's design system. Facilitated an internal workshop, evaluated design and engineering needs, and defined priorities. Led a small team of designers to rebuild the baseline system over the span of four months to improve both internal processes and user-facing experiences.

Product Designer, Newsela
September 2021 – January 2023

Newsela is a K–12 edtech startup that aims to create meaningful classroom learning for every student.

Redesigned and shipped a mobile-friendly and accessible version of Newsela's "View Page", which houses all article content and associated activities. Increased teacher annotation rates by 200% and teacher-to-student distribution by 4%.

Worked with design leadership to formalize visual design processes from initial creation through hand-off to engineering, to ensure all designs are accessible, scaleable, cohesive, and technologically feasible.

Senior Digital Designer, Starbucks
May 2018 – September 2021

Proposed, created, and maintained the design system for all digital marketing communications, from web to email to app, with a lens on streamlining marketing, design, and operational workflows while enhancing Starbucks customer experiences.

Collaborated with a small team across Marketing Operations and the Creative Studio to develop and present a training series on digital best practices.

Proposed and developed Starbucks-specific accessibility guidelines for use across all digital marketing materials. Presented to a range of internal teams and leaders, including the CMO.

Mentored associate- and mid-level designers and writers.

Experience, continued

Volunteer Design Director, Women's Impact Network (WIN) @ Starbucks
August 2020 – September 2021

WIN "ignites the power of women through partners, allies and community." A volunteer board of Starbucks employees leads the group via events, guided discussions, mentorship, and more.

Owned the WIN brand and managed a subcommittee of designers and writers, ensuring assignments aligned with WIN's needs as well as the team's individual goals and areas of interest.

Led a small team in the development and execution of the Women's History Month 2021 campaign, *Our Future is Together*. Deliverables included the creative concept and strategy, positioning statement, and employee-facing marketing materials from website to physical merch to Teams backgrounds.

Senior Designer, Essence Digital
March 2016 – May 2018

Collaborated with strategy, copy, and engineering to conceptualize and design data-driven digital creative, for clients like Google and Booking.com.

Conducted a self-initiated evaluation of the team's process, including documentation of existing workflow issues, cross-discipline discussions, and proposed solutions.

Art Director (formerly Associate/Mid/Senior Designer), Oracle
October 2011 – February 2016

Directed and designed digital creative from concept to implementation, for clients like Nordstrom, REI, Amazon, and Verizon.

Mentored and oversaw a team of designers and writers.

Education

Bachelor of Arts in Design Studies, University of Washington
September 2006 – June 2010

Skills

UX Design
UI Design
Design Systems
Accessibility Compliance
Workshop Development and Facilitation
Competitive Analysis
Functional Copywriting
Product Strategy
User Research (working knowledge)