

Professional Experience

2014 – present

Product Designer – Hook & Loop, Infor, New York, NY

Mobile Product Designer, CRM 02/2018 to present

Product Designer, GT Nexus 2016 to 2018

UX Designer, Rhythm 2014 to 2016

- Focused on the user experience for the CRM mobile app and the UI language.
- Collaborated with the product team and engineers to make design updates during the development of CRM.
- Lead the user experience initiative for GT Nexus (Supply Chain Management product)
- Closely aligned with developers to implement design system patterns considering technical limitations and user experience.
- Contributed to a component library and UI patterns to establish consistency across Infor's larger product suite
- Redesigned and delivered complex navigation and search patterns for GT Nexus
- Collaborated with engineering teams and stakeholders to prioritize product strategy, direction, and functionality.
- Spearheaded product insight gathering through user research, heuristic evaluations, existing IA assessments, wireframe creation, user flows, and other deliverables
- Collaborated with the Information Architect and Creative Director throughout the design and development of Rhythm.
- Focused on the design system and base theme for Rhythm, an engagement platform solution for Infor's software, and provided feedback to the engineering team during development.
- Conducted user testing sessions with bicycle shop owners for Cycleurope's B2B e-commerce Rhythm platform, presented findings to internal and external stakeholders.
- Clients included: Cycleurope, Ferrari, Brooks, Rola, Eugster/Frismag and Georgia Pacific.

2013 – 2015

Freelance Visual Designer – 2U, New York, NY

- Designed and prepared graphics for online courses.
- Worked with the lead designer and project manager to ensure graphics were completed on time and to brand standards.

2011– 2014

Lead Visual Designer – Tag Worldwide, New York, NY

- Worked within the Tag Design and Interactive department on print and digital advertisements, email campaigns, sizzle videos and art direction.
- Worked on wireframing, storyboarding, and executing projects with developers.
- Worked on the rebranding production of all the Hilton Hotels and Resorts in the Americas. This included transcreation for Hotels in Canada, South America, and the Hawaiian Islands.
- Clients included: Jaguar, Land Rover, Intel, Budweiser, Google, Reebok and Diageo

Education

Rochester Institute of Technology

Bachelor of Fine Arts Graphic Design

Minor: Italian Language and Culture

Deans List Fall 2007 - Spring 2011

GPA: 3.85/4.0

Skills

Software

Illustrator

Invision

OmniGraffle

Photoshop

Silverback

Sketch

Knowledge

Information Architecture

OOUX

Prototyping

Storyboarding

User Flows

Visual Design

Wireframing

Workflows

Working Knowledge of HTML & CSS

Courses & Accomplishments

User Experience Design Bootcamp,

General Assembly

One Club Creative Bootcamp

New York, BBDO

Deconstructing iOS Interface Design,

General Assembly

RIT Outstanding Undergraduate

Scholarship

Honors Program - RIT