

SUMMARY

Experienced Product Designer with a passion for empowering users through intuitive, research-informed design. Demonstrates expertise in delivering impactful and user-centered experiences aligned with business objectives.

EXPERIENCE

Senior Product Designer, Angi Home Services *July 2019-Present*

- Designed and developed Self Service Signup onboarding initiative from ideation to implementation. Self Signup has reduced account activation time, increased user signup by 38% and monthly revenue and improved 90-day retention rate.
- Implemented a company-wide design system on Figma to ensure design consistency and improve velocity. The design system increased efficiency and improved collaboration between Engineering, Design, and QA teams.
- Work closely with a cross-functional team of Engineering, Data Science and Marketing developing strategies to optimize existing products and design new features for products including mobile app, customer facing dashboards, and internal tools.
- Facilitate workshops and conduct comprehensive quantitative and qualitative user research including interviews and prototype testing to gain insights into user behavior and needs. Present research to stakeholders and incorporate gained insights to enhance product experiences.
- Manage experimentation and A/B testing across multiple products including lead generation funnels and landing pages. Lead weekly meeting to review data and implement testing results. Experimentations have resulted in a 15% increase in click-through rates and over 10% increase in lead generation.

Founding Product Designer, Tappan Research *February 2018-May 2019*

- Led product design for an information management product that centralizes and organizes campaign research. Conducted user research, prototyping, and visual design. Developed wireframes and prototypes to visualize and communicate design concepts.
- Worked closely with engineers and stakeholders to ensure accurate implementation of design specifications. Iterated on designs based on user feedback.

EDUCATION

Beloit College *September 2011-May 2015*

Bachelor of Arts in Art History and Interaction Design

SKILLS

User research, A/B Testing, Wireframing and Prototyping, Usability Testing, Data Analysis, Content Strategy, Visual Design, Design Systems, Interaction Design, Surveys, User Interviews, User Flows, Typography, Sketch, Figma, Mobile App, Responsive Design, Adobe, HTML, CSS, Notion, Google Analytics