



I am a lead product designer with extensive experience in UX & UI design, covering both mobile and web platforms. Well versed in product, platform and marketing design.

EXPERIENCE

May 2015 - January 2020

StreetEasy (Zillow) - UX/UI Designer (New York, NY)

Led product design initiatives on web, mobile and TV platforms for both consumer facing experiences, as well as complex business focused tools. Provided design guidance and support for cross team initiatives, from SEO to analytics, marketing, sales and product owners. Created designs driven by user research for agent tools, featured listings, extensive navigation and filtering, A/B testing, neighborhood guides and more to ensure continued user growth and engagement.

September 2013 - April 2015

Rent the Runway - Creative (New York, NY)

Manage the creative production of digital marketing assets with focus on email campaigns, paid and affiliate banners and business development partnerships with L'Oréal, Birchbox, Pantene, Drybar and more. Throughout my time with Rent the Runway, I have collaborated with many departments across the company. Some include product, retail and most notably the mobile team, consulting on the app as well as onsite experience designing a responsive landing page to drive new user acquisition. Additionally I have taken on lead design for our philanthropic work on Rent the Runway Foundation, creating brand identity, accompanying website and collateral.

September 2012 - June 2013

Go Try It On (Rent the Runway) - Lead Designer (New York, NY)

Responsible for the creation of mobile, tablet and web interfaces and creative elements, as well as supporting marketing initiatives across both social and email for this fashion and style app. Marketing campaigns created for cross promotional use, between app and affiliates, such as Sephora, Net-A-Porter, Rent The Runway, SHEfinds, and more. I helped concept, design and execute, both updates to the current mobile app, as well as future products and supporting PPT pitch decks, presentations and lecture forums. Rebranding of Go Try It On, accompanied by it's iconography and style guide.

June 2010 - July 2012

Norma Kamali - Art Director (New York, NY)

Directed the execution of all company related design projects, created focused initiatives to established brand reach in social media and built a fast paced creative team from the ground up. Effectively produced fashion week shows and installations, under extremely tight deadlines. Responsible for coordinating executive meetings, researching and establish vender relations and extending business opportunities. Design responsibilities were focused on brand creative, event collateral, in-store signage, package production, photo & video shoots, fashion week shows, email and newsletter marketing. Worked on exclusive brand partnerships and limited releases with Coach, Walmart, Manchester City Soccer and others.

June 2005 - October 2009

Rykodisc (Warner Music Group) - Senior Designer (New York, NY)

Creative support for a music and DVD distribution and publishing label. Design of packaging, posters, marketing collateral and advertisements, websites, image retouching, in addition to preproduction for affiliate labels. Hiring and managing freelance designers as well as working closely with photographers to develop concepts and execute photo shoots.

EDUCATION

School of Visual Arts - BFA, Graphic Design (New York, NY)