

Experience

2018–PRESENT

**Staff Product Designer, SoulCycle**

I am responsible for the SoulCycle app, including the booking and post-class experience. This includes ideation, design, and user testing of features and improvements aimed at helping riders get more out of their classes and nudging them to ride more often. I work alongside Product Managers and Engineers to translate mockups to shipped products.

We launched SoulBeat, our signature post-ride music and stats experience that unlocks achievements in class. As well, I was also a key designer in the early concepting phase of the recently launched SoulCycle At-home Bike.

2008–2018

**Freelance Product Designer, NYC, SF & LA**

I worked with digital agencies and startups to design web and mobile app experiences. In these roles, I conducted user research, created wireframes & prototypes as well as designed production-ready visual design and design systems. I have directed designers and lead client workshops and stakeholder presentations. As a freelance designer, I needed to be able to ramp up quickly to new teams and start contributing immediately. I collaborated closely with engineers to ensure experiences were developed correctly as well as make necessary compromises to ship products on time.

NOTABLE PROJECTS

**MetLife Auto & Home** via Cake & Arrow—Designed web-based insurance quoting and purchasing system that humanizes the experience using friendly language and modern design.

**Shaw** via Cainkade—Complete overhaul of the Canadian cable company’s self-service customer web portal allowing subscribers to manage their cable, internet, and phone plans.

**Elevate**—Designed an iOS and Android app for office buildings to allow employees access to building elevators, offices, amenities, and dining using NFC and Bluetooth beacons.

**Bed Bath & Beyond** via Sapient Razorfish—Redesign of their e-commerce experience and translating design system to Buy Buy Baby.

**PGA Ryder Cup** via Possible—Designed a responsive website for the Ryder Cup event to showcase interactive event info, player stats, live blog, and post-event recaps.

SELECT BRANDS & AGENCIES

NFL, PGA, MetLife, PayPal, Microsoft, Art Institute of Chicago, Shaw, Optimum, Bed Bath & Beyond, Sapient Razorfish, Fjord, Accenture, Possible, Cake & Arrow, Punchcut, Cainkade, Hot Studio

Education

2005–2008

**Academy of Art University, San Francisco, CA**

**Bachelor of Fine Arts**, Degree in Computer Arts with an emphasis in New Media  
Studies: Web/interactive design, graphic layout, identity design, motion design, sound design.

Skills

**Design**

Visual Design  
Product Design  
Information Architecture  
iOS/Android Design  
Responsive Web Design  
Motion Design

**Technical**

Sketch  
Invision  
Zeplin  
Principle  
Abstract  
Adobe Photoshop

Adobe After Effects  
Adobe Illustrator  
Adobe InDesign  
HTML, CSS  
Apple Final Cut Pro  
Wordpress