

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