



UX design lead & educator based in Sunnyvale, California (she/her)

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## WORK

Jul.19 – Now

### **Staff Product Designer**

ServiceNow – Santa Clara, California

- Design lead for core interaction patterns and componentizing elements to improve overall platform scalability and design integrity
- Led innovation workshop to drive multi-release design strategy and long-term objectives
- Designed and authored numerous component specs and usage guidelines for portal framework in 2021 Q1 release

Sep.19 – Now

### **Adjunct 2 Professor**

California College of the Arts – San Francisco, California

- Currently teaching undergraduate Interaction Design program, classes include: Intro to Interaction Design, Prototyping, and Systems Thinking

May.17 – Jun.19

### **Interaction Designer**

Google – Mountain View, California

- Launched hotel search on mobile, helping travelers to explore and find a place to stay with confidence; increased revenue by 16% & conversion rate by 20%
- UX lead on vacation rental search, oversaw a brand new vertical expansion for the core hotel search product from conceptualization to launch
- UX lead on attribute management system that enables hotel owners to edit amenity and service attributes to their hotel listings
- Designed and launched numerous filter components, design pattern unification, and mobile adaptation to latest Google Material guidelines
- Pitched and led internal hackathon and design sprints across 3 offices
- Managed 2 design interns (both successfully converted to full-time)

Apr.15 – Apr.17

### **Assistant Manager of Design & Execution, Product Innovation Team**

Samsung Electronics America – Mountain View, California

- Managed UX/UI direction for Samsung's visionary concepts for home appliances, large-format displays, TV & audio, and smart home devices
- Facilitated ideation sessions with senior management to identify new opportunities, define product strategy, and refine value propositions based on market insights
- Built and presented 4+ functional prototypes to executive stakeholders, successfully earning greenlight for my team to lead product development for several of them
- Established high-level product definition and experience for Family Hub (CES 2016 Best Innovation Award)
- Managed and oversaw mobile development of an appliance-compatible Android app

Apr.12 – Apr.15

### **Senior UX Designer**

Philosophie – Venice, California

- UX designer and product strategist for a software agency helping organizations and entrepreneurs transform their ideas into products
- Led Agile sprint kickoffs and facilitated design workshops to help clients define product strategy and vision, identify user pain points, and develop roadmaps
- Oversaw full design stack from research to implementation, delivered varying fidelity design prototypes, and partnered with engineers for 10+ product launches



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- Delivered solutions for clients such as YapStone (large-scale online payment service provider for apartment and vacation rentals), luxury online eyeglasses marketing site and order fulfillment system, web-based writing development tool for high school students, tech gadget and software retail CMS, and more
- Conducted design interviews, and mentored 3+ interns and junior designers

Sep.13 – Dec.14

**Faculty Member**

Art Center College of Design – Pasadena, California

- Taught 4 trimesters of undergraduate interaction design courses
- Developed curriculum and lesson plans covering a broad range of UX topics (research, design, and prototyping) that reflect real-world experience

Mar.13 – Dec.13

**UX Design Instructional Associate / Event Moderator**

General Assembly – Santa Monica, California

- Mentored 2 classes of 20+ students (mid-career professionals) on UX knowledge and industry best practices, and provided guidance on student projects
- Panel speaker on understanding the user experience and design industry

Summer '13

**Freelance Design & Consulting**

- Worked with TouchFrame to develop UX for “Braindex”, an iOS game show app that became 2013 #1 iPad app in Entertainment and Primetime Emmy Award Finalist for Best Interactive Program

Jan.11 – Mar.12

**Lead Designer**

Miso Media – Venice, California

- UX/UI Designer for cross-platform musical applications; Mentor for 2 design interns
- Designed interface and user flow for Miso Music (a mobile/tablet application that teaches stringed instruments), strobe tuner, sheet music editor, and augmented-reality drum set. In 2012 Miso Music became #2 in iTunes Top Music Paid iPad/iPhone Apps and #11 in Top Paid iPad Apps.

Spring '10

**Creative Intern**

Red Design Consultants – Athens, Greece

- Identity development, concept, packaging design for clients: TT Hellenic Postbank; A.B. Vassilopoulos, a supermarket chain; Attica Zoological Park

**SKILLS**

Certified Scrum Product Owner (CSPO), Sketch, Principle, Figma, HTML5, CSS3, agile development, lean startup methodology, design thinking, storyboard, wireframing, rapid prototype, information architecture, usability testing, user study moderation, design system, accessibility design, Photoshop, Illustrator, InDesign

**EDUCATION**

Spring '17

**HBX | Harvard Business School**, online certificate program

CORE: Credential of Readiness, Pass with Honors

Certificate program from Harvard Business School on the fundamentals of business

Sep.07 – Dec.10

**Art Center College of Design**, Pasadena, California

Bachelor of Fine Arts with Honors in Graphic Design. Focus on Packaging & Interactive Design.