

Experience

YouTube

Senior Interaction Designer / Google – YouTube Music / Apr 2023 - Apr 2024

On the YouTube Music team, I led end-to-end design of launched initiatives to solve some of the music industry's biggest pain points—helping artists, artist managers, and music labels with music promotion on YouTube surfaces and synthesizing insights across Artist Analytics.

Zoom

Senior Product Designer / Zoom Events / Mar 2021 - Mar 2023

At Zoom Events, I led design for the People & Engagement teams, helping take the virtual events product from zero to one—making our debut to 30k+ attendees at Zoom's annual conference. I was a part of building the second-most rapidly growing product within Zoom in terms of monthly recurring revenue and user base. In less than a year post GA, Zoom Events grew its customer base to ~7k enterprise organizations, increased ARR by 200%, and hosts ~150+ events daily.

I designed impactful virtual & hybrid events features (4 patents pending) and influenced the product roadmap prioritization. Through iterations based on customer insights, my designs increased average attendee engagement time on the virtual expo floor by 150% and promoted better networking experiences by increasing adoption of networking profiles by 60%.

Groupon

Product Designer / Merchant Experience / Sep 2019 - Mar 2021

I led end-to-end design for self-service tools—empowering business owners to take their businesses further on Groupon's marketplace. These tools were vital for merchants in the midst of the pandemic, as they were able to quickly and easily launch “1-click” campaigns. Integral product areas I led design for included merchant acquisition (increased conversion rates by 40%), campaign management, and AI campaign quality improvement tech (increased impression rates per campaign by 150% post-launch).

Other Experience

PNC Bank / Product Designer / 2018 - 2019

BNY Mellon Innovation Center / Lead UX Designer / 2017 - 2018

Module Housing / Design & Strategy Consultant / 2018

American Eagle Outfitters / Experience Design Consultant / 2017 - 2018

Microsoft / UX Design Intern / 2016