

Experience

SoFi

Staff Product Designer / Money & Invest / Dec 2023 - Present

Managing finances is a problem space that every person interfaces with on the daily. I am working on investing and integral banking features to help members Get Their Money Right.

YouTube

Senior UX Designer / YouTube Music / Apr 2023 - Dec 2023

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 of music artists, artist managers, and music labels.

Successfully launched 2023 Artist Recap Data Stories to artists and their teams and increased daily active users (DAU) of Artist Analytics by 200%. Was responsible for the designs of successful launches of Loudspeaker (music promotion across YouTube surfaces) and Artist Roster (artist management dashboard to give actionable insights across a roster of artists).

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%.

Other Experience

Groupon / Product Designer / 2019 - 2021

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