

**SKILLS****RESEARCH & DESIGN**

User interviews, usability testing, remote research, diary studies, persona development, prototyping, card sorting, ethnography, data analysis, journey maps, experimental design, recruitment programs, survey design, AI assisted synthesis, AI prompt engineering, quarterly & strategy planning, budget management, data visualization

**SOFTWARE**

Figma, Qualtrics, ProductBoard, Sprig, Miro, Mural, Jira, Confluence, Pendo, IterateHQ, Dovetail, Airtable, Zoom, Gong.io, Zapier, ChatGPT, Claude, UserTesting, UserInterviews, UserZoom, Airbase, Braze, Salesforce, Looker, Tableau, PowerBI, Excel, Maze, ChatGPT Data Analyst, Lookback, FullStory

**EXPERIENCE****SPLASH****Senior UX Researcher New York, NY/Remote May 2021-Present**

- Generated design requirements for Splash's Salesforce Integration through user interviews, surveys, and synthesis, ultimately resulting in an 8.7% renewal rate improvement amongst integration customers
- Generated the strategic vision of the attendee app to encompass a larger ecosystem of attendee experience technologies. The Attendee Experience ecosystem enabled Product to develop its roadmap, expected to generate over \$1MM in its first year through net new business and retention
- Provided product, marketing, and sales the core needs of field marketers through a VoC program. This led to a redirection of our marketing copy, website redesign, and product vision that ultimately led to a 7.8% increase in website traffic, 6.2% increase in freemium registrations, and a 15% rise in demo requests
- Generated the strategic vision of Complex Registration to instead empower marketers to segment and personalize event marketing. In addition, the research directed Product to prioritize Sessions, a feature with a poor 9.3% adoption rate, a poor 10 CSAT score, and cited in 22.4% in 2023 churn reports

**VALLEY BANK****Senior UX Researcher New York, NY/Remote March 2020 – May 2021**

- Measured the impact of Covid-19 on commercial and retail customers through a pulse survey program. Notably, during the pandemic only 41.1% of all retail accounts were registered for online banking. This fact highlighted the poor online banking experience where 30-day active users gave an NPS score 6.9% below benchmark.
- Produced insights on online banking registration, through usability testing and data analysis, that led to new registration process, as well as an in-branch campaign, that improved 30-day active conversions by 13%
- Identified a critical friction point in remote check deposit where endorsement-based rejection rates spiked by 14% due to new regulations. This research resulted in customer communications around deposit requirements, significantly reducing deposit rejection rates and enhancing customer satisfaction

**CAPITAL ONE****UX Researcher New York, NY April 2019 – March 2020**

- Facilitated workshops with Marketing and Product Experience teams to generate ongoing research questions and projects. This led to Cafe Experiences being a Q2 and Q3 focus
- Led and synthesized field research for six days across three different markets: Boston, Miami, and Philadelphia. The research-informed redesigned experiences were then placed into an A/B experience where NPS increased by 3.4%, eNPS increased by 5.9%, and visitor engagement increased 5x

**BRAZE****Product Designer & UX Researcher New York, NY November 2016 – April 2019**

- Led the research, design, and launch of high-impact features: Content Cards, Currents Data Streaming, and In-App Message customization. Each feature contributing to net new revenue, retention, and customer satisfaction
- Established culture of user centricity by founding the research practice at Braze. The efficiencies produced resulted in the design team growing from four designers to ten and decreased time to market
- Provided continuous survey program for Product by automating the collection of scores of key features. This resulted in Product being able to benchmark features and truly understand business impact

**EDUCATION****UNIVERSITY OF MARYLAND**

Bachelors of Arts: Art & Design

Bachelors of Arts: Political Science, Spanish Literature

**IOWA STATE UNIVERSITY**

Masters: Human Computer Interaction (Part-time evenings starting August 2024)