

SKILLS

UX RESEARCH & PRODUCT DESIGN

User interviews, usability testing, remote research, A/B testing, 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, AdobeXD, Pendo, IterateHQ, Dovetail, Airtable, Zoom, Gong.io, Zapier, ChatGPT, Claude, UserTesting, AxureRP, 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

- Led UX research for Splash’s Salesforce Integration, utilizing interviews and surveys to define design requirements. The redesigned integration improved retention by 8.7% and increased adoption by 18%
- Expanded business opportunities for the attendee experience app to include a broader ecosystem of technologies. This foundational work enabled the product team to craft a roadmap expected to generate over \$1MM in its first year from net new business and retention
- Pinpointed the core needs of field marketers through a research-led VoC program, leading to redesigned marketing copy, a website copy, and a revised product vision. These enhancements drove a 12.8% increase in website traffic, a 6.2% rise in freemium registrations, and a 15% boost in demo requests
- Pivoted Complex Registration feature to empower marketers to segment and personalize event marketing. This work, directed product to focus on the Sessions feature, addressing its low adoption rate of 9.3%, customer satisfaction (CSAT) score of 10, and its mention in 22.4% of 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 New York, NY November 2016 – April 2019

- Designed Content Cards, a customizable, passive messaging channel that appears app interfaces, resulting in a 25% increase in user interaction and streamlining communication pathways
- Designed Currents data streaming integration, enabling real-time data flows for instant insights by reducing data latency by 93%, ensuring timely and accurate decisionmaking
- Improved measurement of design success ROI and engagement understanding by founding a continuous survey program that autonomously triggered and collected scores of key features

LIFION BY ADP SENIOR UX DESIGNER New York, NY April 2015-November 2016

US PATENT & TRADEMARK OFFICE UX RESEARCHER Washington, DC January 2014-April 2015

3 PILLAR GLOBAL UX DESIGNER Washington, DC August 2012-January 2014

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)