

Staff product designer with 15+ years building complex B2B and fintech products, from 0 → 1 to scaled platforms. Known for establishing design practices, influencing executive strategy, and shipping work that moves conversion and compliance metrics.

Justworks

Staff Experience Designer Jul 2025–Present

Staff Product Designer Dec 2022–Jun 2025

Established and scaled the design practice as the first designer within the Payments and Tax Unit, building cross-functional partnerships and demonstrating design impact to the point where the team grew from 1 to 3 designers. A move to Staff Experience Designer in 2025 marked an expanded focus on service design and systems-level thinking across the internal experience organization.

- R&D tax credits: Reduced internal review time per submission by 20 minutes through redesigned workflows — an early proof point that established design's value within the Payment & Tax unit.
- Health insurance quoting: Leading design on an AI-driven error reconciliation tool targeting the largest bottleneck in the acquisition funnel. Developed a scalable system of error states bridging backend logic and frontend experience, navigating a tight timeline while building a nascent relationship between the Sales and Technology orgs.
- EOR leave compliance: Led the cross-functional effort — spanning international, time off, and internal experience teams — to bring the Employer of Record product into compliance with leave requirements across 20+ countries, using AI to rapidly synthesize complex compliance rules and accelerate discovery.

Advanced research practice maturity across tech by partnering with the research team to develop and facilitate educational workshops.

Fuzzy

Product Design Manager May 2021–Nov 2022

Built and scaled the product design team from 0 to 6, developing a tiered management approach — hands-on coaching and pairing for junior designers, structured autonomy and feedback loops for seniors. Partnered directly with founders as a strategic design leader, stepping outside a traditional manager role to drive initiatives including Fuzzy Pharmacy and post consult experiences—the highest-engagement areas of the product.

Ollie

Senior Product Designer May 2020–Jan 2021

Sole designer responsible for the full digital experience. Collaborated cross-functionally with Brand, CX, and Strategy to deliver a redesigned homepage and onboarding experience, resulting in a 10% lift in conversion. Led the creation of an accessibility-compliant design system alongside the Frontend Engineering Manager.

Priceline

Lead Product Designer Jul 2018–May 2020

Senior Product Designer Jan 2017–Jun 2018

Product Designer Jul 2014–Dec 2016

Owned a significant portion of the horizontal customer journey across search, bundling, checkout, and post-booking — growing from individual contributor to lead over six years. Influenced executive leadership and facilitated formation of a universal checkout squad to consolidate 30+ checkout applications into a single frontend application and payments platform. Led experimentation strategy for the flights experience with a 60% A/B test win rate, and scaled collaboration through recurring design studios and strategy workshops across Product and Tech.

- Post-booking consolidation: Unified 4 separate product confirmation pages into a single, dynamic React application—reducing customer care contact rates by up to 65% and increasing self-service FAQ engagement by up to 76%.
- Flights fare brands: Partnered directly with top airline brands to integrate fare brands into the flights experience, balancing partner requirements with customer clarity and conversion goals.
- Flights redesign: Led Priceline's first responsive checkout experience, resulting in a 5% conversion lift.

Condé Nast

Junior UX Designer Feb 2013–Jun 2014

Contributed across multiple brands including The New Yorker, Allure, Glamour, and Brides. Designed archive and contributor pages for The New Yorker's responsive redesign, which saw a 23% increase in monthly unique visits. Work spanned UX design, usability research, and stakeholder presentations.

Noodle.com

Junior Designer Jun 2011–Jan 2013

Early-stage edtech startup. Collaborated with PMs, engineers, and data scientists to define site architecture, navigation, and interactions within an agile environment.

Education

Pratt Institute 2011
Brooklyn, NY
BFA Communications Design

Abilities

Qualitative research	Service design	Product ownership
A/B testing	Design system creation	Articulating requirements
AI-augmented research	Vibe coding (Cursor, Claude)	Leading critiques
Establishing OKRs	Workshop facilitation	0→1 product development
Stakeholder alignment	AI design strategy	Information architecture