

## WORK EXPERIENCE

### UX Design Manager (Web), Bed Bath & Beyond

April 2021–Present

I currently lead product strategy and manage UX & CX initiatives for our Pre-Purchase and Purchase Tribes in an agile environment. (Browse, Search, PLP, PDP, CMS, Navigation, Cart, Checkout) I manage the experience for multiple brands including Bed Bath & Beyond, buybuy BABY & Harmon Face Values.

I am responsible for employee development and career pathing for my direct reports through weekly 1:1s, performance reviews, coaching & training. I have been growing the UX team through recruiting, and recently established class engagements with students to build a pipeline of talent for future headcount.

### Product Design Manager, Total Wine & More

Product Design Manager	April 2019–April 2021
Lead UI/UX Designer	Mar 2018–April 2019
UI/UX Designer	Aug 2017–Mar 2018

As one of the founding members of the UX team, I led our team for UI/UX initiatives, testing methods, & internal process. I established internal processes for improved team efficiency including: Our first ever design system, structured approaches for testing & validating designs, as well as cadence and structure for internal and external meetings. Established process for using data and research to validate design solutions.

I led product strategy and managed initiatives for our Landing page and Product/Search Agile teams. Established and led our first content focused UX team. (Previously led Account, Loyalty, Cart & Checkout) I was responsible for employee development and career pathing for my direct reports. Over the course of 4 years, our time experienced rapid growth as I was actively recruiting, developing partnerships with schools to engage students and established our first UI/UX internship program.

### UX Designer, DMI (Digital Management, Inc.)

Aug 2015–Aug 2017

Coming into a small UX team, I helped to establish process, create standards for deliverables, enforce ADA compliant design standards, and built templates to increase team efficiency. I led experiences for responsive web, native Android & iOS applications, web apps, and experiential retail. Clients: 4-H, 1-800-PetMeds, Carbon Black, HMS Host, Hyundai Financial Services, SGS, Sterling Vineyards, St. Lukes Hospital, Under Armour

### User Experience Designer, Effective UI

User Experience Designer	Sept 2014–Aug 2015
UX Production Designer	May 2014–Sept 2014

I primarily worked on the UI/UX for "Plenti" which was a cross-retailer loyalty program that we launched for American Express. Other clients included Honeywell and Herff Jones. Designed experiences for responsive web, native apps, and web apps.

## LEADERSHIP

- Employee development
- Fostering cross functional collaboration
- Planning & resourcing
- Team process & efficiency
- Team growth & recruiting

## TECHNICAL SKILLS

- ADA Compliance & Accessibility
- Card Sorting
- Competitive Analysis & Benchmarking
- Design Thinking
- HTML/CSS
- Illustration
- Information Architecture
- Interaction Models
- Prototyping
- Product Strategy
- Sketching
- Style Guides / Design Systems
- User Experience Design
- User Stories
- User Research
- Usability Testing
- Visual Design/UI Design
- Wireframing
- Workflows/Flowcharts

## EDUCATION

### Rochester Institute of Technology

New Media Design BFA      GPA: 3.82/4.00

The New Media Design program focuses on User Experience Design and User Interface Design (UI/UX), in addition to Programming, 3D Modeling, and Animation. Design internships at The Barbarian Group and Partners & Napier. Worked as a designer for Student Auxiliary Services from 2011–2014.