

## WORK EXPERIENCE

### UX Design Manager, 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, and internal process. I established internal processes for improved team efficiency including: our first ever design system, structured approaches for testing and 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 team 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

- Cross functional collaboration
- Employee development
- Feedback and design direction
- Presentations
- Process improvements
- Product strategy
- Recruiting
- Resourcing
- Roadmap planning
- Stakeholder communication
- Team growth and retention
- Workshop facilitation

## TECHNICAL SKILLS

- ADA compliance and accessibility
- Card sorting
- Competitive analysis
- Design thinking
- HTML/CSS
- Illustration
- Information architecture
- Interaction models
- Prototyping
- Style guides and design systems
- User experience design
- User stories
- User research
- Usability testing
- Visual design/UI design
- Wireframing
- Workflows and flowcharts

## EDUCATION

### Rochester Institute of Technology

New Media Design BFA      GPA: 3.82/4.0

The New Media Design program focuses on user experience design and user interface design (UI/UX), in addition to programming, 3D modeling, and animation.