



Product Design and User Experience Leader

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Experience

Perpay - Philadelphia, Pennsylvania — 2021-Present

Head of Product Design

Lead a fintech and ecommerce product design team

Hire and scale a design team for growth spanning Product Design, Research, and UX Writing

Pilot, launch and grow a UX research program to support customer insights and data driven design

Collaborate with Engineering, Marketing, and Data Science groups

Develop design strategies and operations to support successful design processes

Consistently deliver user experiences and products while creating and maintaining pattern libraries, components, and design systems collaboratively

Scoir - West Chester, Pennsylvania — 2020-2021

Lead UX Designer

Crafted engaging products and experiences for colleges to communicate with students and parents

Identified, developed, and presented new product design opportunities to stakeholders and clients

Led and mentored a team of designers from concept to final UI designs

Created prototypes, user flows, journey maps, and product documentation

American Savings Bank - Honolulu, Hawaii — 2018-2020

Product Manager

Managed Online Banking Digital Products for consumer and business web and mobile apps

Oversaw UX and UI design and all product implementation

Created business cases and an aligned product strategy

Provided market requirements, UX research and user testing, and vision for the key digital banking initiatives

Prioritize the product roadmap for 3 years of future forecasting

URBN, Urban Outfitters, Free People, Anthropologie - Philadelphia, Pennsylvania – 2015-2018
Product Manager

Led a cross-functional team of UX Designers, Product Researchers and Product Analysts to design all features for web and mobile app experiences, serving over 20 million users globally each month
Guided product strategy and all product design for new feature releases, including In-Store Pickup and Marketplace programs
Developed annual roadmap and product lifecycles according to business goals and vision

Comcast - Philadelphia, Pennsylvania – 2015
UX Designer

Provided UI designs, user flows, journey maps, and interactive prototypes to Agile teams
Concepted and A/B tested ecommerce for xfinity.com feature enhancements and user experiences
Created and tested solutions for cart and checkout products

eMoney Advisor - Radnor, Pennsylvania – 2014-2015
UX Designer

Visual, UI and UX design for digital marketing campaigns
Managed style guides, pattern libraries, and launched a new in house CMS platform
Designed for all web campaigns, new product launches, release notes, and marketing website

AWeber - Chalfont, Pennsylvania – 2011-2014
Web Designer

Designed new digital experiences and UX for SaaS platform for email marketers
Concepted and designed new email templates and launched a responsive product update

Awards, Speaking, and Publications

Triangle UXPA Guest Speaker [Finding Your Design Confidence](#) January 2022
2022 UX Design Awards Nominee - Professional Fintech Product Nomination

Education

M.S. - User Experience and Interaction Design, Philadelphia University, 2015

B.F.A. - Painting and Printmaking, Rutgers University, 2010

Continuing Education - Graphic Design and Web Design, New York University, Spring 2011

Volunteerism

January 2022 - Present - Philadelphia, Pennsylvania

Firstround Capital Fast Track, Mentor to up and coming Design Leadership

October 2021 - Present - Philadelphia, Pennsylvania

Clarifi Volunteer and Mentor, Mentor one small business to coach through credit building and finance management

January 2021 - Present - West Chester, Pennsylvania

Melton Center Mentors Partnership, Mentorship Leader and Strategic Partner

October 2020 - Present - Philadelphia, Pennsylvania

Bethesda Project, Collaborator and Volunteer Fundraiser Coordinator