

## Experience

### Product Designer @ Superfood Studio

August 2023 - Present

Currently leading the design efforts for Superfood Studio, a responsive web app offering a subscription to weekly stylized audio-visual plant forward recipes, founded by Chef Francesca Chaney Weir. Responsibilities include mapping the user story, communicating decisions and designing the app in Figma, from wireframe to prototype.

### UX Designer @ Lucidhaus

June 2023 - July 2023

Redesigned the audio player for Lucidhaus, an artist-owned record label pioneering new user experiences through blockchain technology. Successfully completed the project in Figma within one month, delivering a refined user interface prototype that will improve the music listening experience.

### E-commerce Specialist @ Empire Merchants

January 2018 - June 2023

Developed and managed the Moët Hennessy microsite on Empire Merchant's B2B e-commerce platform, overseeing planning, website and asset design, publishing, analysis, and monthly sales reporting. Designed and executed a monthly newsletter to enhance brand engagement and customer retention. Acted as a consultant for key retailers, enhancing website UX, branding, and SEO, while executing successful omni-channel campaigns.

### Division Analyst @ Empire Merchants

December 2015 - July 2017

Provided insights to management by analyzing Diageo and Moët Hennessy portfolio sales data and industry trends, contributing to strategic business decisions.

### Marketing Coordinator @ Empire Merchants

October 2015 - December 2015

Planned and executed Diageo and Moët Hennessy experiential consumer events at key accounts, delivering educational presentations and coordinating sampling experiences.

### Marketing & Events Assistant @ Astoria Bank

October 2014 - October 2015

Constructed social media reports, contributed to press releases, and assisted in event coordination, ensuring timely execution and budget adherence.

## Software and Skills

I use Figma, Linear and Notion, and have experience with Adobe Illustrator, Adobe Photoshop, and Google Ads.

Skills include, but are not limited to, user mapping, wireframes, responsive design, prototyping, decision making, digital marketing, e-commerce strategy, branding, and communication.

## Education and Certifications

Bachelor of Science, Mathematics, SUNY New Paltz, 2014

Digital Marketing Certification, General Assembly, 2019