

Senior Product Designer

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A LITTLE ABOUT ME

I'm a Senior Product Designer with nine years of experience at start-ups, both large and small. I'm currently shaping the future of sustainable fashion through my work at thredUP.

Experience

THREDUP | SENIOR PRODUCT DESIGNER

2017-PRESENT

I've led major product design initiatives across all of thredUP's platforms, including iOS and Android apps, and collaborated extensively with the engineering, marketing, supply, growth, and retention teams.

Responsibilities

- Lead product design of the supplier side of the business
- Lead product design of thredUP's stylist subscription boxes
- Advance process improvements across the product org
- Develop key elements of the product for thredUP's rebrand
- Build out the team's interviewing and CRO testing systems
- Manage interns and mentor junior product designers

Accomplishments

- Created designs that reduced supplier CS contacts by 46%
- Redesigned a style quiz, increasing conversions by 35%
- Defined and improved workflow and collaborations
- Created large portions of the current thredUP style guide
- Managed a rapid testing platform, yielding key insights
- Earned glowing feedback for improving intern experiences

BARRE3 | UX DESIGNER

2015-2017

After leading the redesign of barre's website, including an online workouts subscription service, a shop, and a blog, I continued to develop new products and refine the user experience across their website and iOS app.

Responsibilities

- Conceptualize and develop new products and features
- Research, wireframe, prototype, and design digital content
- Lead front end and collaborate with back end engineers
- Conduct user interviews and run surveys and CRO tests
- Lead art direction and styling of photo and video shoots
- Manage juniors and supervise projects with contractors

Accomplishments

- Designed a subscription that tripled our MRR in a year
- Led the redesign and rebranding of barre3's website
- Built and QAed the entire front end of barre's website
- Led testing efforts to increase acquisition and retention
- Created assets that helped optimize our sales funnel
- Helped grow a team of two members to nine in two years

ELOCAL | WEB DESIGNER

2011-2015

I started with eLocal as a college intern, a role grew into a full-time job. I was quickly included in product design and front-end development and eventually ran all CRO testing across eLocal's website.

Education

SEATTLE PACIFIC UNIVERSITY | BACHELOR OF ARTS

2007-2011

Visual Communications major, Art History minor. I graduated magna cum laude and was the recipient of Arts and Trustee's Scholarships.