

EDUCATION

Johns Hopkins University , Carey Business School	Baltimore, MD
Master of Business Administration, MBA Entrepreneurial Marketing	05/2023
Maryland Institute College of Art	Baltimore, MD
Master of Arts in Design Leadership	05/2023
Indiana University , College of Arts and Sciences	Bloomington, IN
Bachelor of Science in Interior Design Minor: Public Management	05/2013

PROFESSIONAL STRATEGY EXPERIENCE

Facilitation and Experience Design Freelance Consultant | Remote

Design Thinking Product Manager | 11/2020 - Present

- Led user-centric research with data-driven decisions for a Johns Hopkins MedTech startup, securing a \$200K investment and cutting-edge solutions to position the company for sustainable growth and industry leadership.
- Facilitated strategy workshops with cross-functional stakeholders to understand business objectives, needs, and constraints to drive organization reform utilizing design thinking methodologies to drive innovation.

Johns Hopkins University | Baltimore, MD

User Experience (UX) Designer | 10/2022 - Present

- Collaborate with diverse stakeholders to scope, reframe, develop, test, and ship purpose-driven products to ensure a positive end-to-end user experience for +31K JHU students, achieving an impressive 71% user satisfaction rate.
- Facilitate +50 cross-functional and diverse interviews, workshops, and focus groups to derive strategic insights to innovate 20% of JHU's digital tools fostering a competitive edge in the EdTech digital experience landscape.
- Employ human-centered design, experience design frameworks, and different research methods to empower users, identify insights, and balance user needs with technology constraints and brand values to meet product KPIs.

Gensler | New York, NY

Design Strategy MBA Intern | 06/2022 - 08/2022

- Pioneered a pilot benchmarking platform with a high-fidelity prototype, using user research and rapid iteration for high-profile clients, to enhance strategic decision-making, and a 10% increase in project delivery time.
- Analyzed human capital data and research reports to uncover over 5 emerging trends, leading to a 5% increase in innovative ideation and contributing to revenue growth and human-centered future of work policies.

GSA | Management Technology Inc. Contract | New York, NY

Design Strategy Consultant | 02/2017 - 09/2020

- Presented conceptual ideas and design rationale during all phases of the product lifecycle to executive stakeholders, resulting in +\$3M in taxpayer funds saved through optimization and product implementation.
- Communicated complex design concepts to cross-functional teams to design user-focused experiences, with real-time feedback leading to +\$1M in cost savings while maintaining strict adherence to schedule and budget.
- Analyzed mixed-method research data to identify pain points and opportunities, resulting in the enhancement of core platforms for B2B and B2C clients; reaching a 30% increase in user satisfaction and a 20% footprint reduction.

Team Lead | 11/2019 - 09/2020

- Mentored junior team members, emphasizing accessibility and inclusive design principles, resulting in a 33% increase in production output through enhanced communication and agile practices.

Jeffrey Beers International | New York, NY

Interior Designer | 08/2013 - 06/2016

- Managed the completion of more than 12 experience design projects, applying collaborative and empathetic approaches in coordination with diverse interdisciplinary teams, contributing to 15% growth in project volume.

LEADERSHIP & ACCREDITATIONS

Spark Tech Venture Accelerator

01/2023 - 05/2023

Co-Founder, \$500 grant recipient

Design For America

(DFA) 10/2021 - 07/2023

Co-Lead for the JHU|MICA Studio

JHU Jewish Business Association

(JBA) 10/2021 - 05/2023

Founder and President

WELL Building Accredited

Professional 08/2021

SKILLS

Design Thinking

Micosoft Office

Adobe Creative Suite

Qualitative User Research

Experience Design Frameworks

Analysis & Synthesis

Storytelling

Facilitation

Figma
Miro + Mural

Qualtrics

InVision

Business

Design

AWARDS & HONORS

JHU Commencement

Student Speaker

1st Place JHU Crisis Leadership Competition

1st Place JHU MedTech Venture Competition

JHU Dean's Scholarship

05/2023

01/2023

05/2022

08/2021-

05/2023