

EXECUTIVE SUMMARY

Empathetic, innovative product design leader offering 9+ years of success bringing engaging user experiences to life by applying human-centered design methods, coaching product design teams, and serving as conduit between cross-functional groups and stakeholders.

Influential and warm communicator with talent for translating complex design concepts into compelling, user-focused features along with track record of success nurturing supportive workplace cultures that promote teamwork, creativity, and wellness.

Collaborative, data-driven product designer focused on leading discovering activities to define high-level user journeys, identifying value-added opportunities, and empowering designers to relentlessly innovative solutions for complex product design challenges.

AREAS OF EXPERTISE

- Product Design & Management
- User Experience (UX)
- Customer-Centric Products
- Information Architecture (IA)
- Project Management
- User Flows | Wireframes | Prototypes
- Full Product Development Lifecycle
- Stakeholder Management
- Team Building & Recruiting
- Cross-Team Collaboration

EDUCATION & QUALIFICATIONS

Bachelor of Arts (Hons), Independent Major Psychology & Education, 2009

Vassar College – Poughkeepsie, New York

Technical Skills: MS Office Suite, Figma, Sketch, Slack, InvisionApp, Whimsical, UserTesting.com, Maze, Survey Monkey, Validately, Optimal Workshop Suite, Adobe

CAREER ACHIEVEMENTS

- Demonstrated leadership talents at Granular upon earning promotion to Product Design Manager while recruiting and hiring product designers, coordinating global team building activities, and serving as member of Product Development Leadership Team.
- Spearheaded entire product lifecycle for Granular Insights, including discovery, user research, UX/UI design, mobile design, and marketing design which empowered farmers and advisors to make collaborative, data-driven decisions while planning farming cycles.
- Built Happy Medium's User Experience department from ground up by building small, agile team that generated growth by launching innovative digital product while also scaling additional product.
- Identified emerging talent, strengthened succession planning, and positioned Granular as attractive workplace by establishing company's first Product Design Internship program.

PROFESSIONAL EXPERIENCE

Senior Product Design Manager

2023-Present

Corteva Product Development - Des Moines, Iowa

Responsible for strategic development, application, and success of data science models to new digital products and features. Manage full product design team, spanning multiple portfolios and large-scale projects across the organization. Continue to drive the value of design to the entire organization through planned events and workshops with cross-functional departments as well as end customers. Guide design team and product group team through final acquisition into Corteva.

- Responsible for continued growth of design team through massive organizational change. Drove full hiring process, adding two new product designers to the team, while maintaining existing design team talent.
- Played key role in launch of new data science-backed product for on-time fungicide applications (currently in extended beta)
- Created and oversee the Design Culture Team, which intentionally builds camaraderie and empathy within our remote, international design team

Product Design Manager

2022 to 2023

Granular | Corteva Product Development – Des Moines, Iowa

Hold full accountability for delivering product design projects. Supervise four mid-level and senior product designers responsible for multiple projects and portfolios. Coach staff to create detailed final design specs along with polished final products. Lead performance management activities, critiques, and workshops to position design team for success.

- Made critical contributions towards improving overall health and growth of product development organization as member of Extended Leadership Team.
- Played key role in Granular generating \$10M+ in revenue during 2022 while serving as member of New Portfolio and International Expansion Lead Team.
 - Effectively collaborated with engineering and product management leaders to

...continued...

Suite, HTML5, and CSS3.

determine strategy for domain teams.

- Drove strategic, cohesive operations by closely liaising with Corteva stakeholders to ensure projects achieved company goals and provided demonstrable value to farmers.

Senior Product Designer

2018 to 2022

Granular – Des Moines, Iowa

Orchestrated end-to-end design process for multiple product teams. Built wireframes and early prototypes for engineering feasibility and user feedback along with high fidelity designs for implementation. Researched and created IA for undefined product areas.

- Maintained design consistency across products by closely collaborating with product design staff and design systems team.
- Enhanced design team's skills while also fostering teamwork and comradery by working with design leaders to create workshops and training programs.
- Leveraged product excellence framework as well as usability interview research to develop impactful products and features that supported revenue growth.
- Uncovered unforeseen product needs by facilitating design workshops while also engaging with designers and non-designers.

PROFESSIONAL EXPERIENCE, CONTINUED

UX Director & Product Team Lead

2016 to 2018

Happy Medium – Des Moines, Iowa

Directed all aspects of User Experience department, including budget management, qualitative/quantitative research, and team building. Developed strategic UX plans for all client website projects along with wireframes, IA structures, user flows, and navigation.

- Drove strategic, cohesive operations by closely collaborating with design, development, and creative teams on all projects while also establishing methodologies and processes which optimized efficiencies.
- Generated revenue increases and positioned business to achieve scalable growth by co-leading development, launch, and maintenance of all products as Founder of Happy Medium's Product Team.

UX

Associate

2014 to 2016

Alley Interactive – New York, New York

Oversaw creation and execution of UX strategy for blue chip accounts. Led development of site information architecture while also guiding wireframe design and mockup phases during project lifecycle. Devised client research plans, including methodology, based on bespoke project goals. Conducted qualitative and quantitative research, presented analyses to clients, and leveraged findings to drive project progression

- Strengthened account relationships by effectively coordinating with client and internal staff to keep project schedule on track, maintain client expectations, and provide deliverables on or under budget.
- Enhanced overall operations and boosted efficiencies by identifying pain points within UX department, creating fresh processes, and driving continuous improvement.

EARLIER EXPERIENCE

Head of Accounts | Creative Director

Q+M – Ann Arbor, Michigan

2011 to 2014

ADDITIONAL EXPERIENCE

Adjunct Professor

Grand View University – Des Moines, Iowa

Yoga Teacher

Rooted Yoga and Fitness - Des Moines, Iowa

Harlem Yoga Studio – New York, New York