

EXPERIENCE

National Basketball Association :: Principal Product Designer

Jan 2021 – Present | NYC

As the principal product designer, I set the design vision, system and practice that helps create consistent and beautiful cross-platform digital experiences for mobile, web and connected devices. We are set to launch at the onset of the '22-'23 NBA season.

Big Spaceship :: Freelance Product Design Lead

Aug 2019 – Dec 2019; Aug 2020 – Jan 2021 | DUMBO

SiriusXM :: Partnering with UX, strategy and analytics we created a new, faster search experience on siriusxm.com and redesigned the event and sweepstakes hub. In the second phase, we built out the atomic digital design system with additional components and templates.

Pepsi Evolve :: Concepted and designed the microsite for Pepsi's new plant-based protein drink

Jetblue :: Redesigned jetblue's homepage, based on internal merchandising priorities and a heavy focus on COVID-19 messaging

Siegel + Gale :: Freelance Product Design Lead

Jan 2020 – Nov 2020 | NYC

As the design lead on the experience team, I translated new brand identity systems into human-focused digital design systems and products. I led the digital workstream on two major rebranding efforts for UST Global, a \$5 billion digital/tech company and Bristol Myers Squibb, a \$82.7 billion biopharmaceutical company.

MullenLowe Profero :: Associate Creative Director

Feb 2016 – June 2019 | NYC

As creative lead on the Harley-Davidson account, we created a new comprehensive digital design system for a responsive H-D.com across 37 markets with the AEM platform. With the relaunch campaign "All for Freedom. Freedom for All.", there was a 379% increase in test-ride sign-ups, 257% increase in mobile traffic from emerging markets and positive brand association with diversity and inclusivity across digital touchpoints.

I was a senior art director at Concept Farm.

I was an interactive art director at Mirror NYC.

I was an art director at Y&R/Bravo.

I was an intern at CPB in summer 2010.

I freelanced with the NOH8 campaign for 5 years, spreading the message of marriage, gender and human equality to the masses.

ABOUT

Tools

Figma

Sketch

inVision

Zeplin

InDesign

Illustrator

Photoshop

Keynote

Powerpoint

Ninja Skills

Big ideas

Creative direction

Product design

Design systems

Prototyping

User testing

Discovery + research

Leadership + mentoring

Photo + video shoots

Honors + Awards

2018 Member of Team Ignite for Harley-Davidson

2017 Gold Adrian Award | Aruba

2016 Effie Finalist | Aruba "Insta-Adventure"

2015 Adweek Ad of the Day | Bowlmor AMF

Education

University of Miami, Coral Gables, FL

BS in Communication, May 2010

Majors in Advertising and Graphic Design

Interests

Basketball + most sports

Swiss design

Live music

Cooking

Chocolate + peanut butter desserts

My motorcycle

Late afternoon poolside naps

Seeking inspiration daily

Espresso vodka