



PROFESSIONAL EXPERIENCE

Product Design Manager at Equinox

NOV 2017 – MAY 2020

- Managing a team of UX and UI Designers. Implemented design operation process, procedures, and standards to take Equinox DesignOps strategy to the next level.
- Designed prototypes, both low-fi and high fi to demonstrate concepts to various stakeholders.
- Used Analytics to define the user experience (comprised of navigational systems, information architectures, interaction flows, sitemaps, etc.)
- Creating wireframes: identifying key screen types and generating interactive user flows.
- Conducting usability testing, analyzing the results and creating a recommendations report.
- Analyzing and synthesizing user research and understanding to define appropriate functionality and requirements.
- Ensuring product teams are applying UI standards and processes including user feedback and testing through design and development.

Design Director at Krossover Intelligence, Inc.

APRIL 2013 – NOV 2017

- Designed branding guideline, flows and interfaces.
- Ensured brand consistency across our products for both consumers, corporate, and internal tools.
- Solved business problems by applying design methodologies, including translating concepts into the relevant deliverables to support the development of Krossover's products.
- Collaborated with VP of Marketing on ad campaigns targeting various demographics.
- Provided guidance to members of the design team, constantly pushing the quality of our products. Partnered with product and engineering to establish a design hand-off process using Jira.

Senior Product Designer at Sanborn Media Factory

DEC 2009 – MAR 2013

- Articulated and presented design decisions to product stakeholders.
- Hands on design execution across both print and digital.
- Managed junior designers, freelancers and developers.
- Designed and launched user friendly web and mobile products.
- Worked closely with user researchers to test designs and assumptions.
- Worked with product managers to determine user problem and then deliver multiple solutions.
- Provided feedback to other designers in critique, and continually raised quality of work.

EDUCATION

Bachelor's Degree, Communication Design

Parsons School of Design – The New School

NEW YORK, NEW YORK JUNE 2009

TECHNICAL SKILLS

- Adobe Creative Suite, Figma, Proto.io, Sketch, Invision, Adobe XD,
- Adobe After Effects, to create compelling UI motion examples.
- Invision for prototyping and story boarding.
- JIRA and Agile Process for project management.
- HTML, CSS, and JQuery for quick prototyping.
- Working knowledge of Shopify's development language, Liquid
- Proto.io for mobile prototyping.
- Design Thinking methodologies to run successful workshops.
- HTML Email Design, Mailchimp and Marketo

PROFESSIONAL REFERENCE

Alex Kirtland, VP User Experience Designer at Goldman Sachs

Eswar Veluri, Senior Vice President at Equinox

Eric Foltmer, Director Business System at Equinox

Vasu Kulkarni, CEO of Krossover Intelligence, Inc.

CONTACT INFORMATION AVAILABLE UPON REQUEST.