



SENIOR DESIGN MANAGER

PERSUIT INC – FULL-TIME
MAR 2022 – PRESENT · 9 MOS

- » Advance the overall quality and understanding of design thinking and execution across the team, while advocating for a User-Centered Design process.
- » Mentor, lead and inspire designers to achieve outstanding work and innovative product ideas based on research and insights.
- » Maintain a forward understanding of design and technology trends and standard methodologies.
- » Adapt processes and create new ones to ensure team success.
- » Navigate ambiguity and work autonomously.
- » Collaborate cross-functionally with Product Management, Engineering, and Research in high-level strategic decisions to drive outstanding, innovative product designs and User Experience.
- » Designed prototypes, both low-fi and high fi to demonstrate concepts to various stakeholders.
- » Analyzing and synthesizing user research and understanding to define appropriate functionality and requirements.

DIRECTOR, PRODUCT DESIGN

RENT THE RUNWAY – FULL-TIME
DEC 2020 – JAN 2022 · 1 YR 2 MOS

PRODUCT DESIGN MANAGER

EQUINOX FITNESS – FULL-TIME
NOV 2017 – MAY 2020 · 2 YRS 7 MOS

DIRECTOR, PRODUCT DESIGN

KROSSOVER – FULL-TIME
APR 2013 – OCT 2017 · 4 YRS 7 MOS

TECH SKILLS

- » Adobe Creative Suite, Figma, Sketch, Invision.
- » Adobe After Effects, to create compelling UI motion examples.
- » JIRA and Agile Process for project management.
- » HTML, CSS, and JQuery for quick prototyping.
- » Working knowledge of Shopify’s development language, Liquid.
- » Product First Design Thinking methodologies to run successful workshops.
- » HTML Email Design, Mailchimp.

EDUCATION

Bachelor’s Degree, Communication Design
Parsons School of Design – The New School
New York, NY June 2009

PROFESSIONAL REFERENCES

Alex Kirtland
VP User Experience Designer at Goldman Sachs

Jordan Weinstein
VP of Product Growth at PERSUIT

Eric Foltmer
Director of Business Systems at Equinox

Contact Information available upon request.