

## CONTACT

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North NJ/NY Metropolitan Area

## EDUCATION

### Meta - Coursera

Introduction to Front-End Development  
In Progress

### General Assembly

User Experience Design Immersive  
May 2018 - July 2018

### New York University '17

B.A. Chemistry, B.A. Art History

## SKILLS

Wire framing	Project management
Prototyping	Design estimation & planning
User interviews	Design communication
Usability testing	Developer hand off
A/B Testing	Stakeholder presentation
User flows	Team leadership and collaboration
Personas	SAFe methodology
Site mapping	Scrum
Surveys	Git workflow
Card sorting	
Competitor analysis	
Heuristic analysis	
UX QA	

## TOOLS

Pen & paper	JIRA
Figma	ClickUp
FigJam	Linear
Microsoft Suite	Amplitude
Google Suite	Pendo
UserTesting.com	Mixpanel
Dovetail	HotJar
OmniGraffle	VSCode
Lucid Charts	GitHub
	HTML/CSS (Intro)

## INTERESTS

Pickleball  
Drawing & watercolors  
Hikes & trails

## EXPERIENCE

### GAF

#### Senior UX/UI Designer

July 25 - Current

Lead end-to-end web experience initiatives for the GAF Commercial business, driving research, UX strategy, and design execution while ensuring brand voice and experience consistency across the website

Delivered a comprehensive Q1-Q3 performance analysis for commercial product pages (education, healthcare, data centers, and cold storage), translating data into prioritized 2026 recommendations based on feasibility, business impact, and organizational goals

Planned and conducted usability research with commercial contractors to evaluate a multi-step document download experience, identifying key pain points and engagement gaps

Collaborated closely with analytics teams to define tracking strategies and measure post-launch performance, using insights to inform optimization of newly launched experiences

Partnered with front-end engineers to conduct a design system audit in Figma, documenting technical constraints to streamline UX/UI workflows

### Scaler

#### Product Designer

Apr 24 - Apr 2025

Led research, UX/UI design, and UX QA efforts for three teams: Reporting, Integrations, and Platform. Collaborated with product managers and developers on API data mapping, cross-portfolio reporting, data upload log, and more data visualization and reporting features.

Conducted large scale generative user research concentrating on validating the product roadmap to ensure alignment with user needs and relevant pain points.

Advocated for implementation of a design system to increase designer wire framing speed, as well as front-end implementation.

Implemented a variety of UX team rituals from weekly critiques to design system component reviews, as well as a Kanban board to account and accurately estimate design resources.

### Stack Overflow

#### Senior Product Designer

Jan 23 - Nov 2023

Led research, UX/UI design, and UX QA efforts for two technical teams with initiatives in Cloud migration, Enterprise release management, Admin settings, and internal support tooling.

Overhauled an internal support tool for managing Enterprise and Business customer instances ensuring optimal information architecture and user flow, while meeting all legal requirements for PII.

Conducted an extensive heuristic audit of Authentication and Integration settings across all business tiers. Proposed improvements prioritized by effort and impact.

Contributed to the platform modernization efforts by exploring new and reviewing old design system patterns; special emphasis on color accessibility following the APCA standards.

### Swimm

#### UX/UI Designer

Nov 21 - Nov 2022

Led all research, UX/UI design, and UX QA efforts for two teams concentrating on user onboarding, multi-platform integrations and collaboration features.

Prioritized, estimated, and outlined UX work on the product road map; delivered over 25 features on the roadmap in 2022.

Detailed understanding of developer environments and coding cycles, including Git, IDEs, etc

### Integral Ad Science

#### Senior UX Designer

July 18 - Nov 2021

Overhauled the custom report builder product improving usability and info architecture.

Facilitated product focused problem solving workshops and feedback sessions with designers, product managers, and developers.