

I AM

a UX designer

based in New York City, specializing in user-centric design and visual strategies that enhance product-user relationships. Experience in account and service management within B2C, focusing on improving user retention and engagement.

Proficient in

Design

Mobile app
Responsive web
Critical Thinking
Design strategy
Visual strategy
User research
Interface design
Wireframe
Rapid Prototype

Software

Figma
Sketch
Adobe CC suite
Microsoft suite
Confluence
Jira

Education

Design Lab UX Academy,
UX Design

Parsons School of design,
BFA Fashion design

MY EXPERIENCES ARE

Comcast

Designer II

Mar, 2022 - Jul, 2024

- Designed intuitive iOS and Android app experiences for 10M users, boosting app containment rate to 94%.
- Led Xfinity Mobile integration into the Xfinity app, driving user adoption from 0 to 1.5M and generating 2.4M monthly unique visits.
- Applied system thinking to align product goals with global opportunities
- Developed scalable design system components for visual consistency.
- Collaborated cross-functionally to deliver impactful products across the development lifecycle.

Designer II

(Contractor)

Jul, 2021 - Mar, 2022

- Designed and integrated features for the Xfinity Mobile website and native app, ensuring an omnichannel customer experience.
- Integrated the Trade-in Promotion project, bring an end-to-end trade-in flow on the XM website, increasing sales 12%.

Freelance designer

Hero Digital

UX designer

Apr, 2021 - Jun, 2021

- Developed a mini-microsite for the client's intranet video hosting, integrating APIs and adhering to an existing design system.

Finestra

UX designer

Jan, 2021 - Mar, 2021

- Visualized the company's vision by delivering the initial medical bill search engine website MVP experience to secure pre-seed funding.
- Led user research, created information architecture, component library, wireframes, and prototypes for a responsive website

Develop for Good

UX designer

Sep, 2020 - Feb, 2021

- Designed and launched a comprehensive, end-to-end responsive website experience for a nonprofit organization.
- Leveraged user research data to inform design decisions and enhance stakeholder understanding of target users