

Experience

VP UX Product Design Lead - JPMorgan Chase & Co.

April 2022 to Present - New York, NY

Served as a strategic lead within the DCE Channels team, orchestrating the design vision for Chase's industry-leading digital mobile app. Acted as the connective tissue across diverse lines of business to ensure a unified, high-integrity customer journey across all digital touchpoints.

- **Partnered with Card team to architect** the Halo Sapphire Refresh, a high-stakes digital transformation projected to **drive \$2.7B in NPV**. **Directed the design strategy** to modernize the end-to-end journey for millions of cardmembers, effectively solidifying Chase's market dominance in the premium travel sector.
- Spearheaded the Core Card MVP, delivering a scalable product framework that yielded a **+67% surge in Benefits Access**. These enhancements directly contributed to a **+4M lift in Card NPV** while simultaneously **improving self-service rates and overall customer CSAT**.
- **Engineered a single-product framework** by scaling Core Card initiatives across the full Branded & Co-Branded Card portfolio. Orchestrated the delivery of multi-product entry points and universal search experiences, hardening the platform's architecture to support long-term growth, scalability, consistency, and best-in-class customer experience.

Associate UX Director - Publicis Sapient

February 2017 to March 2022 - New York, NY

Led the multi-track UX delivery for the Mercedes-Benz digital experience, aligning cross-functional design teams to deliver a unified, high-integrity consumer journey. Orchestrated collaboration between internal design teams and client leadership, leveraging User-Centered Design to streamline decision-making and maintain design integrity across a complex digital ecosystem.

- **Championed a design-led transformation** of the digital shopping journey, resulting in a **75% increase in saved vehicle builds** and a **44% surge in inventory engagement**.
- Directed a data-driven redesign of the MBUSA inventory experience, **delivering 583 new qualified customer leads in its debut month** and establishing a new benchmark for digital-to-retail conversion rates.
- **Orchestrated the launch of the Mercedes-Benz Marketplace**, generating a **40% increase in dealer sales** within the first four months by streamlining the accessory and aftermarket purchase path.

UX Designer - R/GA

June 2011 to September 2016 - New York, NY

Worked exclusively on Nike+ Innovation projects, where we were responsible for identifying new opportunities for the connected athlete, specializing in the rapid development of new tools across custom products, expert guidance, sports training and premium retail services.

- Collaborated with Nike Global Sales stakeholders to craft a vision for a new B2B online ordering tool for retailers.
- Researched and prototyped designs for the future of fan apparel with the first NBA connected jersey. NikeConnect unlocks to real-time, personalized experiences activated through the combination of the jersey, a smartphone and the NikeConnect app.
- Prototyped and designed a suite of shopping tools that customers can access to streamline the brick-and-mortar shopping experience. Via their smartphone, shoppers can find and reserve product, redeem NikePlus Instant Unlocks, and scan items for more information.

Strategic Design Leadership

Design Methodology Oversight
Creative Strategy & Vision
Cross-Functional Orchestration
Stakeholder Influence

Product Strategy & Insights

AI Problem Solving
Journey Architecture
Feature Definition

Design Execution & Craft Oversight

Systemic Information Architecture
Multi-Platform Design
AI Rapid Prototyping
Visual Storytelling

Education

BFA - The School of Art
Institute of Chicago 2005

Honorable Mentions

Teaching Assistant - The
School of Visual Arts 2015

Staff - YWAM DTC 2015

Volunteer - The Relief Bus
2013 - 2015