

EXPERIENCE

**UX Design Lead – Amazon Web Services**

03/2020–PRESENT

*Technical Business Development III, Innovation & Transformation Programs*

Established user-centered design practice supporting 1000+ headcount, leading a team of UX designers to spearhead top-of-funnel engagement of executive stakeholders of AWS customers, focused on financial/investment and health care industry verticals.

Identified strategic business needs and designed MVP designs (including value cases, user research, experiment definition, roadmapping, UI design, and HTML/CSS/JS prototyping) delivering orders-of-magnitude impact on business outcomes:

- GenAI: Defined product requirements and use cases for Amazon Q for Business that automated 90% of support requests, reduced IT requests by 40%, and reduced development time for new apps from 3+ months to 5 minutes.
- Insurance: Doubled conversion rates by creating clarity around compliance and confidence in decisions; reduced supplemental insurance customer churn by 25%.
- Health Care: Improved response time to adverse events by 20x; reduced delays in clinical trials by 18% through dashboards, alerting, and data governance.

Increased user-centered design maturity of the organization through advocacy and pilot programs, transitioning from output-driven development to measurable outcome goals.

Created and presented detailed product pitches to C-suite stakeholders, resulting in 9.8/10 average CSAT and \$100M+ approved funding for build phases across projects.

**UX Designer & Product Manager – Bloomberg LP**

05/2017–02/2020

*Product Management Prof.; Fintech Data Governance and Developer Experience*

Designed and shipped self-service discovery and purchase user flows supporting \$1B ARR business. Accelerated time-to-revenue by 75%, reduced customer support queries by 90%, and reduced failed data requests by 60% through eliminating the need for IT projects and training before Bloomberg Data customers could use their data.

Led design system creation in collaboration with designers, developers, and business stakeholders across business units. Achieved 100% ADA compliance across Bloomberg Enterprise products.

Led cross-functional Agile team of front-end developers and UX designers, halving the duration of our build-measure-learn feedback cycles. Increased the frequency of value delivery from quarterly to sprint-by-sprint through limiting work-in-progress, more flexible planning cycles, and risk management strategies. Reduced technical debt through improved planning & collaboration with QA teams.

**UX Designer – Workfusion**

10/2014–03/2017

*UX Designer; Machine Learning & Automation*

Applied Lean UX to run research, design, and development of proof-of-concept projects for B2E use cases within 1-week timelines.

Designed & implemented a design & user testing process for CICD development process that reached 6,000 daily participants.

Improved the speed of data extraction 5x through designing new interaction techniques.

Improved the speed with which chat agents resolved queries from 5+ min to <10 sec.

Tripled delivery frequency and reduced overall development time by 50% through improving cross-functional organization.

**Web Designer**

2011–2013

*The Ubi, 2013; BSM Wireless, 2012; York University, 2011*

EDUCATION

**Carnegie Mellon University** *Master of Human-Computer Interaction* ♦ 2013-2014

**York University and Sheridan College (joint program)** *Bachelor of Design* ♦ 2009-2013

SKILL HIGHLIGHTS

**Design Techniques:** *UI design from sketching and wireframing to implementation; Lo-fi and hi-fi prototyping in Figma, HTML/CSS/Javascript; Workshop design & facilitation, leading critique and review sessions for design in-person or through whiteboarding tools; Design system creation and usage; Conceptual modeling, information architecture, content design and UX writing*

**Research Methods:** *Qualitative & quantitative research; Affinity diagramming, flow & sequence modeling; User personas and scenarios; Cognitive walkthroughs, heuristic evaluation, domain & analogous domain research; Competitive analysis*

**Product & Leadership:** *End-to-end product ownership in Agile & Lean environments; Establishing team OKRs based on business & customer outcomes; Articulating requirements; User story mapping and MVP scoping; Backlog management; Facilitating cross-functional and cross-silo collaboration; Stakeholder alignment & management; Establishing shared design principles, standards, terminology, and documentation; Effective delegation & improving team autonomy*