

### SKILLS

Product Strategy  
Product Design  
User Experience Design  
Artificial Intelligence (AI)  
Product Management  
Design Thinking  
Storytelling  
User Research  
Competitive Research  
Heuristic Analysis  
Roadmaps  
User Journeys  
Figma  
Wireframing  
Prototyping  
User Testing

### EDUCATION

#### Bachelor of Fine Arts

- Massachusetts College of Art & Design
- Boston University

#### Interactive Media/UX

- School of Visual Arts
- Cooper Education

#### Business Strategy

- Section (Sprint) with Prof. Scott Galloway

### PROFILE

Highly motivated Product Designer and Strategist translating business requirements and user insights into valuable customer experiences, driving revenue growth for Fortune 500 companies, digital agencies, and innovative start-ups.

Implements a data-driven, user-centered approach, effectively collaborating with cross-functional teams throughout the product life cycle to ensure successful outcomes.

### PROFESSIONAL EXPERIENCE

#### Verizon

##### Lead Experience Designer & Strategist

08/2021 - 07/2023

Led designers and collaborated with cross-functional teams to enhance the Verizon desktop and mobile applications, bringing new products to market through evidence-based research and lean, iterative experiments, improving customer satisfaction and maximizing profits.

- Managed the Authentication team, integrating Adaptive Authentication, Biometrics, and Passkey into the Verizon app, enhancing customer experience and increasing security and identity, driving higher user engagement and retention rates.
- Strategized and optimized Verizon's customer-facing messaging ecosystem, unifying content and streamlining the component design system to deliver concise, timely, and targeted customer messages.
- Led UX designers and collaborated closely with IT and Business teams to facilitate seamless integration of Fios content into the Verizon app for a unified, enhanced customer experience.

#### Sari Sapon Design, Inc.

##### Product Designer & Strategist

06/2020 - 08/2021

Served as a Product Designer and Strategist for Sense Education, an EdTech startup using AI (unsupervised learning and natural language processing) to transform and democratize online learning in higher education.

- Designed and led a complete redesign of the application for both instructors and students, positively impacting the company's trajectory and increasing sales.
- Conducted evaluative testing with students and instructors, analyzed customer data, and designed against findings, resulting in new features and functionality that increased customer satisfaction, generated new leads, and supported business development efforts.

## Social Code (Code 3)

Lead Product Designer

01/2017 - 05/2020

Led product design efforts for SocialCode's analytics application, resulting in a 20% increase in user engagement.

- Identified strategic opportunities to enhance adoption by launching a subscription-based SaaS product, leading to a significant client base expansion and a substantial increase in company profits.
- Initiated a design system that defines the visual language of the application, including the correct usage, interaction, and implementation of each UI component and pattern, providing users with a consistent experience.

## Designit

Lead Product Designer & Strategist

09/2014 - 01/2017

Led the ideation, design, and launch of client projects, driving the user experience team to produce award-winning designs that exceeded expectations for the following companies:

- Bayer Pharmaceuticals: Provided high-level service and digital design concepts to improve the consumer's engagement with Bayer and the life experiences of both the patient and caregiver living with prostate cancer.
- Monsanto: Developed a set of global templates that would respond to the individual needs of over 100 internal brands to leverage shared content, design assets, marketing initiatives, and analytics of the larger corporation.
- US Bank: Executed a complete redesign of US Bank's corporate credit card program, Access Online, a responsive customer-facing application to manage all cardholder accounts and perform complex transactions and reports.
- Cancer Care of Ontario: Created a stand-alone micro-site solution to provide context, perspective, and clarity during the initial hours following a cancer diagnosis.

## McKinsey & Company

Senior User Experience Designer

06/2011 - 09/2014

Developed UX / UI design solutions that successfully extended the McKinsey brand to all facets of external editorial communications, including new homepage designs, enhanced editorial layouts, impactful micro-sites, and compelling data visualizations.

- Implemented a comprehensive redesign of McKinsey's office mini-sites in collaboration with global editorial teams; optimized user experience and visual design, significantly increasing website engagement.
- Collaborated with a global team to strategize content, devise a rebranding approach, and drive creative direction for McKinsey India's new recruitment site, yielding a remarkable 20% growth in recruitment.
- Created compelling infographics and data visualizations for McKinsey Global Institute's acclaimed book, No Ordinary Disruption, enhancing the reader's understanding of complex concepts and earning critical praise from industry experts.

Additional experience:

**BMW of North America** Lead Product Designer (UX/UI) - Consultant