



Expert designer with 8 years of experience in building digital products seeking to continue creating social impact and product inclusion

## EXPERIENCE

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### **Rally Health, Product Designer II** October 2018–Present

- Led features enhancements and MVP launches for various behavioral health coaching programs: Real Appeal Weight Loss Prevention, Living with Diabetes, Optum Digital Wellness Courses, and Optum Quit For Life.
- Led and implemented designs for health quizzes & surveys in Rally Health. Collaborated with designers to align surveys for UnitedHealthcare.
- Implemented new Rally design system across Rally Coach web across programs to improve accessibility and maintain design library.
- Collaborate with product and engineering teams to create product and design strategy, define roadmaps, and refine feature requirements
- Collaborate with UX research & Coaching teams to discover pain points and validate designs

### **500 Startups, Senior Marketing/Design** Nov 2015–May 2018

- Executed & developed branding, marketing, and project management processes for 100+ startup and investor conferences in the U.S, Asia, and Africa.
- Mentored startup founders on their design, websites, and marketing.

### **Microsoft Outlook (via Aquent LLC), Product Designer** March 2015–Oct 2015

- Led design vision and execute end-to-end design experience from ideation, wireframes, user research, and interaction mockups for Outlook Customer Manager for small businesses to enhance building relationships for millions of customers.

### **Looky LLC, Lead Designer** Feb 2014–Dec 2014

- Executed end-to-end design experience from ideation, wireframes, user research, and high fidelity mockups across Looky.co websites and the launch of Grate iOS app.

### **LiveHive Inc, Graphic Web/UI Designer** March 2014–Aug 2014

- Enhanced the user experience with UX architecture and UI elements for SaaS product and chrome extensions to help sales team efficiently track emails and share documents.

## SKILL

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User Experience Design, Web/Mobile Development, Usability Testing, Design System, Typography, Marketing, Videography/Animation

JIRA, Sketch, Figma, Keynote, WordPress, HTML/CSS, UserZoom, and Adobe Creative Cloud: Photoshop, Illustrator, Premiere, After Effects

## EDUCATION

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**University of Tennessee–Knoxville, BFA in Graphic Design**  
August 2008–May 2013

**Tradecraft LLC, UX Designer**  
Sept 2014–Nov 2014