

Over 10 years of product development experience spanning design, development, and business. Experience rolling out products in both the B2B and B2C space. Managed product strategy supported by and coordinating with stakeholders and conducting user interviews. Experience interfacing with clients, customers, and users to ensure effective product market fit.

PROFESSIONAL EXPERIENCE

Advisor

Hoosthere (September 2016 - Present)

Currently providing guidance and coaching on user focused product development.

- Improved Product Development strategy against roadmap
- Create the foundation for in-app feature flows
- Provide strategy counsel on Founders strategy and broad vision

UX Lead/Product Manager (CRM)

OvationTix/Theatermania (May 2016 - Present)

Responsible for leading the product strategy for the ovationtix CRM product. Providing the framework rollout for the new features to extend the new responsive e-commerce solution.

- Roadmapped and led in the development of a core pilot feature of the patron crm
- Managed and oversee the rollout of the standard design system for the ecommerce platform
- Conducted 50+ customer interviews around feature building
- Deployed small features that affected 150+ clients and 100,000+ patron users

User Experience Designer

OvationTix/Theatermania (August 2014 - Present)

Core responsibilities include ensuring that the overall OvationTix Product works satisfactory to our client users expectations.

- Evangelize and support design thinking within the team
- Conducted 200+ hours of customer interviews around multiple features
- Increased client user engagement with key product features
- Improved new feature on-boarding experience leading to an increase of adoption by 10%
- Created and extend client personas to reinforce user centered design thinking

Co-Founder

Brooklyn startup (August 2013 - August 2014)

Created and rolled out products across multiple product lines. Created an online digital protal that created a unique product experience.

- Designed, fabricated, and created hand crafted goods
- Extended and created product lines on a B2C eCommerce Platform
- Extended product lines to increase demographic reach by 30%
- Designed digital experiences to bridge physical goods and digital experiences

Interactive Designer (Product Designer)

Etouches (Mar 2013 - August 2013)

Responsible for ensuring consistent design systems to be created and rolled out across multiple product touchpoints consistent with an enterprise grade product.

- Extended Sales Sheet and Communications Catalog
- Launched a marketing website to support new product offerings and verticals
- Revamped client facing site and redesigned client login for a more an improved user experience with over 5,000 unique monthly visitors.
- Developed online lead generation forms that integrated with a salesforce CRM