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978 621 5069

Multifaceted product designer with a knack for crafting innovative digital solutions. Experienced driving growth through finding the human connection, and filling experience gaps.

## Education

University of Massachusetts  
Dartmouth, 2011

*BFA, Graphic Design*

*BFA, Digital Media*

## Hard Skills

Product design  
UI, UX, visual, accessibility, research

Figma

Adobe Creative Suite

usertesting.com

Front-end development  
HTML, CSS

Responsive web

Mobile app  
iOS, android, tablet

Agile / Scrum Methodology

Design systems & libraries

## Soft Skills

Mentoring & coaching

DEI—Diversity, Equity, & Inclusion

Interviewing & recruiting

## Community

Careers in Graphic Design Q&A  
Panelist at UMass Dartmouth  
2021, 2022, 2023

Junior Design Portfolio Reviewer  
at UMass Dartmouth  
2022, 2023, 2024

## Senior Designer, Customer Experience

*Sallie Mae* • 11.2022–Present • *Newton, MA*

- Collaborated with cross-functional teams to optimize digital experiences, recovering millions in previously delinquent student loan payments
- Developed low to high-fidelity prototypes to validate hypotheses for the student loan application process and dashboard, ensuring user-centric solutions
- Led the design of innovative concepts for the mobile app and pre-qualification experience, setting a vision for future loan-building and servicing capabilities

## Lead Product Designer

*Haul Hub* • 03.2021–08.2022 • *Haverhill, MA*

- Managed and evolved a scalable design system, unifying styles and components across web and mobile platforms.
- Created consistent and well-crafted digital experiences across multiple web and mobile applications, boosting accessibility and unifying user experiences across platforms
- Immersed myself into the heavy construction and materials industry to gain a stronger sense of empathy around what experience gaps may exist in the working lives of industry professionals

## Senior UI Designer

*Sallie Mae* • 06.2020–12.2020 • *Newton, MA*

- Orchestrated the architecture of a loan servicing dashboard, enhancing account management across platforms
- Fostered collaborative design in an agile setting, prioritizing user experience, accessibility, and personalization

## Senior Designer

*Tripadvisor* • 02.2015–05.2020 • *Needham, MA*

- Produced 200+ digital ad campaigns resulting in click-through and conversion rates performing at 60% above the industry on average
- Introduced Tripadvisor's first multi-million dollar advertising product, while also improving turnaround times, ad metrics, and technical features
- Collaborated across a global team—US, UK, Singapore—leading to greater cultural awareness and empathy in the design process
- Partnered with internal recruiters to vet, interview, and onboard new designer teammates
- Promoted from Designer to Senior Designer

## Graphic Designer

*Cramer* • 05.2011–02.2015 • *Norwood, MA*

- Generated user-focused digital designs, enhancing client satisfaction and securing repeat business
- Composed impactful keynote presentations for corporate events
- Progressed through roles from Creative Intern to Graphic Designer

## Freelance

*Amargolis Design* • 2007–Present • *Foxboro, MA*

- Provide UI/UX, social, and digital designs, enhancing brand image and recognition for a varied clientele
- Collaborate with clients on diverse projects: from social media campaigns and print materials to web revamps and product launches