

work experience

Workstream // Founding Product Designer

San Francisco · Nov 2021 - Present

HR Recruiting Technology, B2B and B2B2C SaaS

- Led design for the core New Hire Onboarding B2B2C product across desktop and mobile web responsive platforms, improving key user conversion by 31%, avg. onboarding completion time by 40%, new hire first day show up rates by 21%, and supporting new ARR growth from \$255k to \$3M (15% of total company revenue).
- Proactively initiated a company-wide Product Led Growth project that standardized user acquisition, activation, and adoption experiences across 5 product areas, working cross-functionally with product, marketing, and sales teams, and directly resulting in 10,000+ product qualified leads and \$5M Opportunity ARR.
- Led 0-1 design for the v1 HRIS Team Management B2B product, designing scalable systems and experiences for product integrations, permissions, compliance, change management, and account management, resulting in \$1M new ARR (10% of company revenue).
- Served as a founding contributor to central design system, creating and governing foundational UI components, patterns, and an illustration library to strengthen delivery efficiency and brand consistency across the product.
- Established design partner relationships with enterprise customers, including Chick-Fil-A and Jamba Juice, to consistently capture user feedback and facilitate 3 foundational UX research programs, that uncovered qualitative insights across key user types (new hires, managers, and admins), directly informing key company decisions.

Oracle // Enterprise Account Manager

Los Angeles · Nov 2018 - Nov 2020

Technology, B2B SaaS

- Partnered with product management teams to conduct user discovery, guiding product roadmaps towards revenue generating opportunities and improving SaaS feature adoption within Fortune 500 enterprise customers.
- Utilized UX research methods to customize Oracle's SaaS analytics product for an enterprise marketing operations org, conducting 19 user testing and stakeholder sessions over a 6-month deal to inform iterations of a sold solution, resulting in a \$2.9M annual spend reduction and accelerating monthly reporting process by 7 days for customer.

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Education

University of California, Santa Barbara, Economics B.A. (2014 - 2018)

Certifications

NN/g Journey Mapping (Dec 2023), Certified Scrum Product Owner (June 2022), Springboard UX/UI Program (Nov 2021)

Tools

Figma, Figma Prototyping, Sketch, Adobe Illustrator, Lottie, ProtoPie, Principle, Mixpanel, Google Quantitative Analytics, Sprig, Hotjar, Microsoft Clarity, Fullstory, Framer, Webflow, HTML, CSS, Storybook, Zeroheight