

10+ years of international design and technology expertise.

Led design research department responsible for \$1M of strategy work around impact challenges.

8 years of instruction with top tier institutions such as UC Berkeley, Art Center and OpenIDEO.

WORK EXPERIENCE

WONDROS

03.2019 – 01.2020
Los Angeles, CA

DIRECTOR OF DESIGN RESEARCH

- Promoted and hired to lead team of five designers, ethnographers and anthropology PhDs
- Responsible for creation and execution of \$1M of client research informing product, video and marketing development and strategy
- Deliver a compelling vision of our solutions entailing research narratives, journeys, personas + process flows
- Develop and facilitate client engagement workshops
- Clients include NFL, UCLA, University of Pittsburgh and NIH

10.2018 – 03.2019

LEAD DESIGN RESEARCHER + STRATEGIST

Led discovery, research, experience design and usability testing for cancer clinical trials mobile application.

SUPER CURIOUS

2008 – Present
San Francisco +
Los Angeles, CA

LEAD DESIGNER + STRATEGIST

Client facing designer with 10+ years of international experience in ethnographic research, product design, strategy and human-centered design workshops.

- MIT Sloan School of Management: Led product design for presentation product.
- General Assembly: Selected from international instructor pool to work on internal design projects.
- Pitt+Me: Lead research, experience and interface design for clinical trial recruitment website (partnered with NIH)
- Casablanca // WeMena: Empathy and research workshop in partnership with the World Bank for Middle Eastern female entrepreneurs. [Probono]
- Nairobi // Kilimo Swag: Product inspiration workshop for sustainable farming initiative project. [Probono]

● **UC BERKELEY, HAAS**

2013 - Present
Berkely, CA

VISITING LECTURER

8 years teaching a design workshop on human-centered design and social impact design for business undergraduates called "Designing Entrepreneurship".

● **GENERAL ASSEMBLY**

10.2017 - 03.2019
London, UK +
Los Angeles, CA

LEAD EXPERIENCE DESIGN INSTRUCTOR

Deliver and adapted instructional content for students through UX methodology in London and Los Angeles.

● **OPENIDEO**

09-11.2017
Los Angeles, CA

OFFLINE COMMUNITY DESIGNER + FACILITATOR

Offline community design and facilitation for co-creation workshops in LA, NYC and DC and "Caregiving for Dementia."

● 2018 - Present

LOS ANGELES CHAPTER LEADER

Created and led the chapter of 400+ professionals in human-centered design workshops around social impact issues. [Volunteer]

● 2015 - Present

BOARD MEMBER

Inaugural member of experienced OpenIDEO leader group tasked with long term chapter strategy and mentorship with new leaders. [Volunteer]

● **DOLPHIN BROWSER**

2011 - 2013
San Francisco, CA

SENIOR DESIGNER

Designed logo, website and product voice for product with 150M active users. Experience and feature design strategy for iPhone, iPad and Android in international, China, Korea, Japan markets.

● **OAKLAND TRIBUNE**

2008 - 2009
Oakland, CA

JOURNALIST + PHOTOJOURNALIST

Trained in interviewing and writing for a Pulitzer Prize winning publication.

EDUCATION

UC, SANTA BARBARA

B.A: Art Studio // Photography

B.A: Global Studies // Africa

YOGA TEACHER TRAINING

200 hr Certification

EXPERTISE

Mobile + Web Product Strategy

User Research + Testing

Interaction + Service Design

Visual Interface Design

Human Centered Design

Facilitation