

**Spekit – Tallahassee, FL**

*Digital enablement platform maximizing employee productivity, streamlining onboarding, & driving tool adoption (\$60M raised).*

**Sr. Product Designer**

03/2022 – 01/2023

- Drove UX design for main product functions and features, focusing on system thinking, simplifying complex processes, & designing integrations w/ software products (ex. Seismic) for cohesive user experience
- Led design efforts for core experiences (content creation and findability), product integrations, & data/insights, executing full-stack designing from wireframes/conceptual models to prototypes + documentation
- Implemented Product Market Fit Engine to gather in-depth customer feedback, analyze user satisfaction, identify core benefits and potential competitors, and assess product strengths and weaknesses
- Conducted comprehensive qualitative customer research and usability testing, incl. conducting customer interviews, collecting insights, and generating actionable reports to guide future design decisions
- Assisted in refining design system by organizing structure, updating components, defining the source of truth between Figma and Storybook, and establishing versioning or protocols for update
- Collaborated with external vendors to enhance rich text editor and search functionalities, ensuring smooth integration and a consistent user experience between Spekit and third-party websites and platforms
- Worked closely w/ PMs & Engineering Managers to improve team structure and work culture by introducing new methodologies, facilitating brainstorming sessions, & adapting team meetings to fit needs of projects
- Collaborated w/ Data teams to develop both internal + external dashboards using Explo, laying groundwork for future projects & enabling admins to monitor user registrations, activity, searches, and user-generated activity

**Atlassian – Gdansk, Poland**

**Sr. UX Designer**

05/2020 – 03/2022

- Drove design solutions for Jira, focusing on Jira Data Center, with projects concentrated on SAFE methodology feature work for large enterprises and performance improvements for Jira
- Provided UX/product insights to align technical updates with design choices for Jira 9.0 release, implementing user flow and speed updates through optimized loading methods to create improved user experience
- Led Flexible Nomenclature project allowing users to change names of sprints and epics within Jira; overcame technical challenges and developed new admin screens with informative tooltips next to changed terms
- Collaborated w/ acquired team from Align to execute Synced Sprints project, improving synchronization of sprints across Atlassian products and reducing client's need for dedicated support teams
- Conducted impromptu customer research with top instance Admin at LinkedIn, Airbnb, and other companies to prevent negative impact coming from product updates
- Owned transition to new design system from previous legacy system, leading team trainings and providing insights to help teams understand different use cases for each design system
- Developed and executed new user experience for presenting errors in instances of potentially pirated licenses

**ConnectFive – Coralville, IA**

*UX and design consultant agency.*

**Sr. Product Designer/UX Analyst**

12/2015 – 07/2018

- Led several full-cycle initiatives (project kickoff to handoff) for John Deere's embedded OS upgrade, working on various types of agricultural machinery, including cotton harvesters and machine sync technology
- Executed full stack of UX processes, including research, design exploration, prototyping, testing, and delivery, to ensure high-quality end-to-end customer experiences
- Collaborated with teams of engineers, product managers, and marketers across three continents, mastering stakeholder management and communication in a remote work setting
- Fostered principles and best practices by contributing to and managing design system, ensuring consistency across various projects while accommodating unique requirements of each design situation
- Conducted field research to better understand user needs and environmental factors that impact design of embedded operating systems for agricultural machinery

**Career & Company – Product Owner, Team Manager, Founder**

11/2014 – 12/2015

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**University of Iowa**, Iowa City, IA – MS, *Informatics*, 2015 | BFA, *Art*, 2012

**University of Nebraska**, Lincoln, NE – BA, *History, International Studies*, 2005