

## EDUCATION

**School of Visual Arts**  
MFA Interaction Design  
Class of 2015

**School of Visual Arts**  
Honors BFA Design  
Class of 2008

## RECOGNITION

**Fundamentals of Wearable  
Computers and Augmented Reality,  
2nd edition**  
Published, Aug 2015

**Paula Rhodes Memorial Award  
for Exceptional Achievement  
in Interaction Design**  
Awarded, June 2015

**BLDG 92's third annual  
Designing the Future**  
Finalist, May 2014

**Graphis New Talent**  
Awarded, 2009

## TALKS

**The Graduate Show: Thesis Festival**  
May 2015

**U.S. Dept. of State Innovation  
in Design: Creative Economy  
Briefing Series**  
Nov 2014

**Beta NYC's Citi Bike showcase**  
May 2014

**The Road from a Graphic Designer  
to an Interaction Designer**  
Apr 2014

## EVENTS

**Social Enterprise Bootcamp**  
Mentor, Dec 2014

**World Maker Faire**  
Instructor, Sept 2014

**The Feast Hackathon**  
Participant, Mar 2014

**The Noun Project Iconathon**  
Participant, Mar 2014

## WORK EXPERIENCE

### **OPower, UX Designer, Jun 2015–Apr 2016**

- + Redesigned two core products:
  - + Ways to Save: An educational tool and task management system for engaged utility customers. Lead brainstorms with the design and research team, as well as conducted my own user testing. Focus was on desktop, but delivered with mobile parody to engineering team.
  - + Marketing Modules: Responsive design templates and tested behavioral science copy for client success teams to deploy across print, web, and email channels. Drove exponential lift in utility programs and customer satisfaction
- + Defined the customer experience for a loyalty product called Points & Rewards, as well as leading the design and marketing strategy for Marketplace, a digital shopper's tool and storefront to compare and buy energy-efficient appliances
- + Contributor to OPattern, the UI library used across all white label products

### **Citi Bike, UX Contractor, May–Aug 2014**

- + Redesigned the onboarding experience of the bike share program through lean UX methods. Worked closely with Citi Bike and NYC DOT stakeholders. Rolled out across 330+ kiosk stations. Drove casual ridership up by 14% post launch

### **QNS MADE, Founder, Feb 2014–Present**

- + Successfully raised over \$8K for the community initiative. Featured in WWDC keynote for the relaunch of Apple News (June 2015)
- + Managed and fostered a staff of contributors for the artistic content on the digital platform
- + Designed a hyper-local clothing line which sources strictly from local Queens, NY makers and manufacturers
- + Built partnerships with local institutions and community leaders in over 125+ neighborhoods by organizing and sponsoring local programming and events

### **Penguin Group USA, Book Designer, May 2010–Aug 2013**

- + Lead the end-to-end design of more than 33+ children's picture books and young reader novels from sketches to the printed book and its ebook parody.

### **Lion Brand Yarn Company, Designer, Aug 2009–May 2010**

- + Designed all collateral materials for the brand which included packaging, visuals for trade show, and print and digital marketing assets.

### **Eric Baker Design Associates, Graphic Designer, Mar 2006–Jun 2009**

- + Designed identity systems for established institutions and companies like the New York Public Library, Grand Central Publishing, W. W. Norton and Co., Union Square Hospitality Group, The Gordon Parks Foundation, and The Mayflower Inn

### **FrèreIndependent, Freelance Designer, Aug 2005–Jul 2010**

- + Designed exhibit visuals for the annual international art fairs and its coinciding art catalogs, which now live in the MIT library archives