| SQUARE, PRODUCT DESIGNER JAN 2022 - PRESENT | Led design strategy for Square Online Monetization team accounting for \$4.4M or 17% of annual revenue. Increased SaaS conversions by 27% through Free Trials design and strategy Enabled migration for 35.3 million Weebly users accounting for \$22.3M annual SaaS revenue. |
|---|---|
| NEXT, FOUNDER SEP 2020 - PRESENT | • A creative studio helping companies build better products in less time, with lower costs and higher profitability. |
| PAYPAL, UX DESIGNER MAY 2018 - JAN 2022 | Led design and strategy of multiple initiatives for PayPal Commerce Platform Onboarding and Activation, PayPal Marketing Solutions and PayPal Shopping portfolio. Improved onboarding completion and product activation rates by 12%, Marketing Solutions retention rates from 60% to over 80%, and recovered \$12M+ in TPV. |
| MOODY'S, PROJECT COORDINATOR SEP 2015 - SEP 2017 | Planned and coordinated product development and releases Streamlined organizational processes, like budgeting, resources, recruitment, and more with senior management |

RUTGERS UNIVERSITY

SEP 2011 - MAY 2015

Bachelor in Communications

SKILLS

Design Strategy UX/UI Design Product Design E2E Design Responsive Design