

## [ Experience ]

Jul 2023 – Present

### **General Motors** Product Designer

Led end-to-end design and launch of OnStar's first self-serve mobile activation (iOS/Android, 7 regions), partnering with product and business stakeholders to shift activation strategy away from dealership dependency to enable thousands of activations within 6 months and reducing call center volume.

Drove redesign and launch of GM Rewards to support a new loyalty model and co-branded credit card, navigating complex business and system constraints to simplify earning, redemption, and account management across a multi-system ecosystem.

Defined and designed the product vision for Explore250, leading engineering and cross-functional teams to bring a 0→1 mobile experience to life in partnership with the Department of Transportation.

Owned design system governance for a mobile replatform, building 100+ production components across 5 brands. Partnered with engineering to implement design tokens, driving consistency, scalability, and faster development cycles. Established cross-channel Figma token standards to ensure system-wide consistency across web and mobile.

Conceptualized and secured executive buy-in for a Human Interface Guidelines platform, influencing internal product strategy and enabling a high-priority company-wide initiative.

Oct 2022 – Apr 2023

### **University of Michigan Athletics** UX Researcher + Designer

Led a design team to redesign the ticket purchasing experience, simplifying user flows and improving clarity across key conversion steps.

Conducted end-to-end research including user interviews, competitive analysis, and usability testing, translating insights into high-fidelity prototypes and recommendations that shaped product strategy.

Partnered with marketing leadership to implement solutions and establish reusable design patterns.

Jun 2022 – Aug 2022

### **General Motors** Customer Experience Design Intern

Redesigned account and e-commerce experiences for GMC and Cadillac, improving navigation and clarity.

Crafted and analyzed A/B tests for brand site experiences, using data insights to inform design decisions.

Presented design recommendations to senior leadership, aligning user needs with business goals.

Jun 2021 – Aug 2022

### **Microsite Health** Front-End Web Developer + Designer

Designed and developed custom healthcare websites using HTML/CSS, applying data-driven optimizations to improve user flows and increase average client conversion rates by 7%.

## [ Education ]

2019 – 2023

### **University of Michigan** Bachelor of Science in Information, User Experience Design Minor in Computer Science

## [ Skills + Tools ]

Skills

UI & UX design, visual craft, design strategy, responsive & cross-platform design (iOS, Android, web), prototyping, user research & usability testing, A/B testing & experimentation, design systems & tokens, component architecture, cross-functional collaboration.

Tools

Figma, Claude Code, HTML/CSS, GitHub, Jira, Lottie