

SUMMARY

Product Designer with experience in web design, UX strategy, and frontend development. Currently leading design at Phennx, a clinical trial management startup, where I design and build user-friendly interfaces for complex healthcare software. I manage web design across multiple sites, develop our company design system, and work hands-on with code to bring designs to life. Passionate about making complicated software simple and accessible, with a focus on creating experiences that actually work for the people using them.

EXPERIENCE

Product Designer / Phennx FEB 2025 - PRESENT

- Built and implemented comprehensive design system in Figma, collaborating with developers to standardize UI across the clinical trial management platform (CTMS).
- Shipped frontend code to prototype and implement design system, bridging design and development workflows.
- Led product design for CTMS platform, transforming research insights into scalable design solutions for clinical trial management.

UX/UI Designer / Genee JUN 2024 - FEB 2025

- Led complete rebrand and redesign (formerly Elevate), increasing monthly memberships through refreshed brand identity and improved UX across desktop, tablet and mobile.
- Conducted competitive research and developed comprehensive design system, accelerating design efficiency and ensuring brand cohesion.
- Created responsive wireframes and prototypes, effectively communicating design concepts to client and driving product alignment.

UX/UI Designer / Bash JUN 2023 - JUN 2024

- Designed core social features including Live, Upcoming, and Past Posts for B2C event planning platform, driving increased user engagement.
- Optimized "Create a Post" flow, improving user journey and interaction rates.

UX/UI Designer / Sustainable Trades SEP 2022 - JUN 2023

- Streamlined sign-up and log-in flows, increasing membership accounts and improving customer satisfaction for B2C platform.
- Designed shopper dashboard features including messaging and order management, elevating user experience and engagement.

EDUCATION

Bachelor of Science in Engineering (BSE) / Industrial and Entrepreneurial Engineering
WESTERN MICHIGAN UNIVERSITY - KALAMAZOO, MI

SKILLS

UX & Product Design

User research, interviews, observations, user journey mapping, wireframing, prototyping, interaction design, competitive analysis, usability testing, information architecture, design systems, responsive design, product thinking

Design & Prototyping

Figma (designing & design systems), Framer (web development & interactions), Rive (motion design), Cursor (AI-assisted code prototyping), Claude (AI ideation & UX writing support), Adobe Illustrator

Technical Skills

HTML/CSS, JavaScript, React (frontend prototyping and communicating design intent to developers)

Soft Skills

Cross-functional collaboration, stakeholder communication and alignment, strategic presentation, agile and iterative design, systems thinking, adaptability, problem-solving, design advocacy, user empathy, attention to detail