

Professional Summary

Product Designer with 3 years of experience shaping UX strategy and product innovation across gaming, fintech, and startups. Passionate about simplifying complexity, improving user lives, and growing alongside thoughtful, driven teams. Currently pursuing a Master's at IE Business School to deepen expertise in AI, business strategy, and customer experience transformation.

Skills and Tools

UX Design	UI Design	Product Strategy	Figma
User Research	Mockups & Prototyping	Design Thinking	Artificial Intelligence
Usability Testing	Design Systems	Agile Methodology	Adobe Creative Cloud
Journey Mapping	Interaction Design	Web Accessibility	Jira, Maze, Notion

Work Experience

UX Researcher Sept 2024 - Aug 2025
CGU Gaming and Technology Lab

- Led user research for a social gaming review platform, interviewing 25+ users and translating insights into personas that guided product direction and engagement strategy.
- Prototyped and tested three product concepts, synthesizing qualitative and quantitative insights to inform iterations.
- Mentored junior designers in accessibility and design best practices, fostering growth and consistency across projects.
- Delivered final design achieving 90% user satisfaction, improving player trust and key product KPIs.

Product Design Consulting Intern May 2024 - Aug 2024
West Monroe Partners

- Owned end-to-end design strategy for a B2B financial platform's communications feature, conducting market research, mapping user flows, and rapid prototyping to accelerate loan processing.
- Partnered with engineers and PMs to translate designs into 30+ actionable tasks, improving alignment and delivery speed.
- Developed reusable design system components, applying information architecture and typography principles to ensure cohesive UI patterns, faster handoffs, and consistent cross-platform experiences.

Product Designer Aug 2023 - May 2024
AltGrowth LLC

- Led product strategy and design for five early-stage, AI-powered B2C apps, defining UX roadmaps aligned with product vision and KPIs; promoted to full-time designer after a 3-month internship.
- Balanced user needs with business objectives to deliver measurable outcomes, launching a generative-AI texting app that drove +200 new customer accounts through analytics and A/B testing.

Education

IE Business School — Master's in Customer Experience & Innovation (Exp. Jul 2026), Madrid, Spain
Pitzer College — B.A. Human-Centered Design & Data Science, *Summa Cum Laude* (2021-2025), Claremont, CA

Leadership

President, Claremont Foxes D1 Rugby (2023-2025) — Raised \$29K, recruited 80+ players, and led team to 2024 D1 7s National Championship and 2022 & 2023 DII 15s National Championships.

Transgender Advocate and Support Fellow, Pitzer College (2021-2022) — Managed redesign of an 8-department student support platform, enhancing usability and information architecture, improving workflow success rate by 30%.

Fulbright Semifinalist 2025