

## EXPERIENCE

### Wayfair, Boston MA — *Product Designer (Advertising)*

February 2022 - Present

- Created a design pattern to notify suppliers of issues that result in the stoppage of their advertising campaigns. Thus decreasing the number of suppliers who see an unexpected drop in revenue, while increasing Wayfair's advertising usage.
- Introduced opportunity callouts that suggest actions to optimize a supplier's campaign, based on historical data of its performance.
- Redesigned the campaign management experience by bringing performance metrics to the forefront, thus increasing visibility of this critical info. Also implemented campaign actions that allow the user to act on this info for increased SKU impressions and revenue.
- Acted as interim senior designer while our team's normal senior designer was on leave. Led the team in documenting designs for engineering handover, hitting sprint goals with ongoing projects, and planning timelines.

### Wayfair, Boston MA — *Associate Product Designer (Supplier Onboarding)*

May 2021 - February 2022

- Delivered multiple flows of a revitalized supplier onboarding experience which decreased onboarding from an average of 60 days to 15 days.
- Created a framework to include cross functional partners in the initial divergent design process of a flow, reducing the time spent in the divergent design stage by half a sprint on average and creating informed stakeholders when the convergent solution was selected, often leading to more buy-in.
- Lead workshops to reform the lack of accessibility practices in the planning process and delivery cycle of multiple teams' products. Became an "accessibility captain" and worked on the implementation of an accessibility checklist for use during the design process by multiple teams.

### JETSWEAT Fitness, New York NY — *UX Design Intern*

December 2020 - May 2021

- Created interview guides, recruited, and interviewed users as a researcher throughout my tenure as the sole designer within my product space.
- Redesigned the landing page with improved information hierarchy and worked with content designers to improve the copy utilized. Improved the conversion rate as evidenced by A/B testing.

### ACSP Mentorship, Remote — *Group Call Leader*

August 2020 - Present

- Conduct weekly mentorship calls with current college students across the state of Mississippi.
- Provide advice and a welcoming environment for the students to tackle the challenges of success, both academic and personal, at the college level.

## EDUCATION

### Harvard, Cambridge MA — *A.B. in Psychology (Class of 2020)*

