

## SUMMARY

A design manager with 5 years of experience. A thoughtful, community-minded professional who advocates equally for the experience of users and the team. A pragmatic and proactive designer who delivers successful outcomes by fostering an inclusive environment for diverse opinions, finding common ground, and driving consensus.

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## EXPERIENCE

### Albertsons Companies

#### Sr. Design Manager

Jun 2023 – Present

Responsible for the customer experience of the homepage, navigation, merchandising pages, product cards, and product pages of a grocery retail app and website:

- Establish quarterly and annual vision for each responsible domain, generating feature concepts and ensuring leadership buy-in, together with respective product managers.
- Lead an initiative to overhaul Albertsons' app and website navigation to reflect the ongoing growth of the digital portfolio including meal planning, wine subscriptions, and wellness tracking, clarifying the broad offerings to Albertson's 9M users across 34 states.
- Manage two junior designers, helping them in areas such as navigating the organization, building business cases, and improving their presentation skills.

#### Sr. Product Designer

Apr 2022 – Jun 2023

#### Product Designer II

May 2021 – Apr 2022

- Designed new content components and overall structure for homepage to elevate ability to merchandise product, increase personalization, and add greater cohesion and overall relevance.
- Increased monthly engagement with digital coupons from 1.6M to 2.3M by improving delivery of customer loyalty benefits and overall transparency of the loyalty program to drive greater adoption and satisfaction.
- Improved delivery cart value by 0.2% and overall revenue per visitor by 1.86% by redesigning the baseline category browsing experience.

### Luminary Labs

#### Sr. Designer

Aug 2020 - Apr 2021

#### Designer

Jun 2018 - Jul 2020

**Select clients:** Sanofi, Schmidt Futures, Robert Wood Johnson Foundation, National Geospatial-Intelligence Agency, NASA, U.S. Department of Education, U.S. Department of Homeland Security

Brought the voice of the user into all stages of the client project, from early strategy to final execution:

- Planned and facilitated workshops with global exec teams. Synthesized findings into strategic recommendations.
  - Conducted design research, especially for healthcare and education clients, to understand human needs, observe patterns, and highlight pain points.
  - Translated learnings from cross-functional research into visual frameworks and maps. Clarify the problem at hand, enable collaboration, and identify areas of opportunity.
  - Managed contractors (designers and developers) to build brands and websites for public-facing projects.
  - Designed and built a modular website template to streamline Luminary Labs' open innovation programs.
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## EDUCATION

**Master of Fine Arts**, Products of Design. School of Visual Arts (New York, 2018)

**Bachelor of Commerce**, Marketing and Sustainability. University of British Columbia (Vancouver, 2015)

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## RECOGNITION

**Rising Star Silver**. ISG Women in Digital (2023)

**Paula Rhodes Memorial Award for Departmental Excellence**. School of Visual Arts (2018)

**Merit-based Graduate Assistantship**. School of Visual Arts (2017)