



## WORK EXPERIENCE



### Lead Designer

**Bronze AI.** London, UK / April 2024 - Present

Ideated meditation app harnessing power of Bronze AI's unique generative audio engine in collaboration with Bronze and Aska Matsumiya. Created brand identity and designed, prototyped, and user tested app.



### UX/UI Consultant

**Praction.** New York, NY / March 2023 - March 2024

Created and implemented a design system for Praction's AI-powered revenue growth platform. Overhauled entire platform UX and IA within two months, collaborating with Founders to develop a long-term research and design strategy.



### Senior Product Designer

**Native Instruments.** Berlin, Germany / November 2014 - January 2022

#### KOMPLETE EXPERIENCE

Led two engineering teams to develop a unified software and hardware browsing and content experience for Native Instruments' (NI) entire product catalog, achieving 1.5 million monthly active users (MAU).

#### NATIVE ACCESS

Increased successful product downloads by 42% and **tripled MAU** by resolving the top five *company-wide* pain points. Achieved 7.5% attributed revenue by introducing touchpoints to new products and the online store.

#### LUMEN DESIGN SYSTEM

Co-founded NI's's first and current design system, establishing NI brand's current visual identity -- used by all designers in Product. Championed the system in Complete Experience software/hardware and Native Access platform, executed documentation, and managed migration from Sketch to Figma.

#### KOMPLETE KONTROL MK3 KEYBOARD HARDWARE

Facilitated design and product workshops for NI's flagship hardware keyboard experience. Directed the design of the context experience on hardware screens, creating a unique offering for OEM third-party partners. Designed and launched a hardware keyboard experience that generated over \$70 million in gross revenue. Led the industry in audio hardware accessibility, with 5% of the user base (~9,000 users) relying solely on accessibility features.

#### REAKTOR

**Expanded B2B partnerships by 80%** and successfully engaged the beginner customer segment by conceptualizing, designing, and launching the 'Patch & Play' product.

#### + NOTABLE ACHIEVEMENTS

Align subscription model rollout, creating a resource utilized by a dozen xfn teams to maintain alignment and ensure timely delivery. Unified Product and Marketing design teams by initiating the Design Jour Fixe across the entire design organization. Promoted user-centric design principles and Design Thinking and introducing new user feedback tools throughout product teams. Collaborated with the executive team to translate corporate missions and goals into product strategy through design thinking, on-site user research, and rapid prototyping. Founded and implemented an interactive e-learning platform for a major product line. Mentored junior designers, helping them understand company design values, process, working mode and prepare for presentations.



### Head of Design & Co-founder

**Building Conversation.** Boston, MA / September 2012 - October 2014

Led user research, interface design and feature discovery on an augmented reality engine for architects and real estate developers. Drove collaboration between product ops and engineering to ship beautiful, easy-to-use features.



### Lead Designer & Director of Business Development

**Together Festival.** Cambridge, MA / January 2011 - August 2012

Secured over \$200K in sponsorship and in-kind deals through targeted outreach and negotiation strategies. Developed and curated daytime programming, aligning brand awareness with educational lectures, workshops, and demos. Orchestrated the development of a design system that flawlessly integrated over 60 top brands, resulting in 100% brand visibility.

## EDUCATION



### Dual BFA, Multimedia & Graphic Design

**Northeastern University.** Boston, Massachusetts / September 2008 - May 2012

## TOOLS

Figma  
Sketch  
Abstract  
Adobe Creative Suite  
Storybook  
Miro  
Mixpanel  
Metabase

## SKILLS

Agile / Scrum	User Personas	Prototypes
Lean UX	User Flows	Wireframes
Discovery / Ideation	User Testing	Information Architecture
Design Systems	Empathy Maps	Spec Writing
Design Thinking	Competitor Analysis	
Rapid Prototyping	AI	Beta Community
Product Requirements	Customer Journey Maps	Workshop Facilitation
	Accessibility	Executive Presentations