Work Experience

Work and Co
Designer
April 2020 - Present

Worked in agile and experienced teams composed of a Project Manager, Design Partner and a Design Director, in fast-paced projects for the clients listed below.

Helped launch Goldman Sachs financial wellbeing platform. Provided detailed design and QA, ensuring the final experience of the product was an excellent one.

Concepted and prototyped a contemporary experience for MLB's landing page.

Concepted and prototyped a digital archive and tool with SJA and Apple that follows Steve Jobs' life in order to inspire the future generation of entrepreneurs. Collaborated with Jonny Ive and font designers from his design studio LoveForm. This project is scheduled for public launch next year.

Pinterest
Senior Product Designer,
Brand Innovation team
Aug 2018 - March 2020

Worked closely with senior leadership and co-founders to synthesize multiple user experiences in product.

Per a request from one of the Pinterest Co-founders, collaborated directly with the head of UX and Engineering, UX writers, Pinterest data scientists, and Stanford researchers to craft a Pinterest wellbeing experience we called Compassionate Search. This experience is targeted to users experiencing mental health challenges. In collaboration with Stanford Medical Research center, we crafted positive and friendly mental and breathing exercises. I was responsible for all aspects of Product as well as the illustration work and Art Direction.

Helped craft and synthesize illustration guidelines and standards across the Product Design and Brand Design organizations.

Led P100 in collaboration with a multi-disciplinary team of Engineers, Researchers and Content Directors to craft an interactive editorial trend report targeted to our three main audiences. The P100 report helped our audiences discover the value of Pinterest and was divided into two, one targeting our Pinners, and the second one Creators and Businesses. The outcome: 100k+ unique site visitors within the first 4 weeks, 296 global press articles within the first month, 75% global coverage, and ~$2m in advertiser packages sold.

Method
Brand and Product Designer
Dec 2016 - Jun 2018

Worked closely with the lead creative technologist and creative director to design and develop global products from ideation phase to deployment phase.

Rapid prototyping & building of key concepts through Sketch, After Effects, Principle and Invision.

Facilitated the creation of prototypes for client workshops and participated in brainstorming and co-creating sessions with key stakeholders. Within a team, built and maintained a scalable/flexible system of design components through the practice of atomic design to aid adoption and ensure coherence and consistency between channels and across touchpoints.

Unified Omni-channel experiences through brand and product design for market- specific online ordering requirements.

Created brand identities and a set of tools to support the assessment and management of global humanitarian crisis hotlines.

Worked on guidelines for developers to help deploy global products.
Underwent a crash-course in Front-End Web Development to encourage cross- collaboration between engineering and design teams.

Conducted quantitative user research to validate design hypotheses based on client's business goals.

American Express
UX & UI Intern
Jun 2015 - Aug 2015, NYC

Worked with the product design team to prototype, A/B test, and iterate the new Home Page (mobile and desktop).

Re-designed the UX and UI to create a more personalized experience based on the objective to increase engagement rates. Back then 8 million people visited the Home Page per day.

Freelance
Art Director and Visual Designer
Oct 2013 - May 2015, NYC

Freelanced at places like Ogilvy & Mather where I helped out multiple creative teams responsible for the creative life cycle of Fortune 500 accounts, IBM, MetLife, and DuPont. Worked on campaign ideation, branding, video editing, and graphic design. Geometry Global, where I managed account photography and design for CoverGirl's landing page & social media platforms.

Skills & Proficiencies

Figma	Rapid Prototyping	System Design
Principle	Typography	Human-Centered Design
Sketch	User Interface Design	Web Usability
After Effects	User Experience Design	User Research
HTML & CSS	Concept Design	
Javascript	Systems Thinking	
Adobe Creative Suite		

Education

School of Visual Arts
Products of Design, MFA
Dec 2014 - 2016, NYC

Learned Design Research, User Experience Design, Systems Thinking, Service Design. and Product Design from a talented faculty recognized for their work in notable organizations: IDEO, Frog, MoMA to name a few.

Orbital
Bootcamp
Summer 2014, NYC

Participated in a 12-week intensive bootcamp using lean startup principles to facilitate development of an independent project, Chutney, from ideation to a launch-ready business. Led by Venture Capitalist Gary Chou (formerly Union Square Ventures).

Berghs School of
Communication
Summer 2012, San Francisco

Summer program offered to selected students to work in multicultural integrated groups with real-life cases tutored and coached by advertising industry notables.

Academy of Art University
Communication Design, BFA
Sept 2008 - 2012,
San Francisco, CA

Visual Communication and Design. I was also awarded a tennis scholarship at our NCAA DIV II team.

Publications

Fast Company	Motherboard (Vice)	Wire
PSFK	Refinery 29	Bestfolios
Vogue	Typewolf	Awwwards
Pop Sugar	Releasewire	httpster
Mashable	Brutalist websites	The Gallery
Core 77	Open Electronics	Treehuger