
EDUCATION

ITP, NYU

New York, NY

- Masters Candidate in Interactive Design at the Interactive Telecommunications Program at NYU

5/16

EMORY UNIVERSITY

Atlanta, GA

- Bachelor of Arts in International Studies with a concentration in Political Economy; Minor in History

5/09

PROFICIENCIES AND INTERESTS

Skills & Interests: Digital Design, UX, Product Management, Digital Strategy and Production

Proficiencies: Advanced Adobe Illustrator & Photoshop, Sketch 3, Intermediate HTML, CSS & Processing

Languages: Fluent in speaking, writing, and reading French

PROFESSIONAL EXPERIENCE

FREELANCE DESIGN & UX

New York, NY

7/14 - Present

- Redesigned the website and visual identity for Ginger Brokaw, one of the country's top real-estate brokers. Also consulted on content strategy. Website is launching at the end of March 2015.
- Off the heels of FundRX raising a seed round of financing, I was tasked to redefine the user experience and redesign the crowd-funding platform. The project is currently in progress.

POW WOW

New York, NY

Founder

9/12 – 7/14

- Conceived POW WOW, a mobile application that received press coverage in several prominent online publications, including Mashable.com and Mediabistro
- Led all design & UX efforts and constantly reevaluated the product based on qualitative and quantitative feedback; successfully published three different iterations of the app on the app store
- Closely managed a team of developers to execute POW WOW based on my vision for the product, navigating them through the technical and design oriented challenges as they arose

HAVAS WORLDWIDE

New York, NY

Account Executive, Global Network Communications and Marketing

3/10 – 9/12

- Managed the design and development for havasww.com, a website that gets 1200+ unique visits a day, in addition to leading the iPad and mobile website launches
- Conceived and executed the agency's first proprietary e-learning platform, which received press coverage in North America, Europe and Latin America
- Received external recognition with two Certificates of Excellence from the Holmes Report's 2010 SABRE Awards in the Digital Internal Publication and Employee Program categories for my work on the agency's intranet and internal communications

LEADERSHIP ACTIVITIES

ONE YOUNG WORLD

Zurich, Switzerland

One Young World Ambassador

9/11

- In recognition of well-received thought leadership published on Euro RSCG's Prosumer Report blog and a sustainability proposal pitched to the Global CMO of the network, I was invited to represent the United States at the second annual One Young World summit