

Product designer. Crafter of mobile applications, design systems and thoughtful digital experiences.

Work Experience

<div>Hagerty</div> <div>July 2021 — Present</div>	<div>Sr. Product Designer - Native Mobile</div> <ul style="list-style-type: none"><li>Lead designer for the Hagerty native mobile app, built on Flutter (iOS and Android)</li><li>Designed a mobile design system in Figma and collaborated closely with engineers to ensure proper standards and quality were adhered to upon implementation</li><li>Worked closely with product managers to define OKRs and product vision for the app</li><li>Created a mechanism for in-app reviews that boosted Google Play ratings from 2.7 to 4.9 and App Store ratings from 4.4 to 4.9</li><li>Created onboarding animations in Rive to drive awareness and adoption of new features</li><li>Deployed Hagerty's first native mobile insurance experience and achieved 48% adoption of existing users through product-led marketing techniques</li><li>Designed and launched Hagerty's in-app roadside experience; supporting customers in high-stress situations and increasing roadside net promoter score by 11 points</li></ul>
<div>Hagerty</div> <div>Oct 2016 — July 2021</div>	<div>Product Designer</div> <ul style="list-style-type: none"><li>Helped overhaul, organize, contribute to, and implement the hagerty.com design system</li><li>Worked closely with designers and engineers to implement that design system into production</li><li>Reimagined Hagerty's Valuation Tools product: addressed UX concerns, aligned with the new design system, and utilized a gradual engagement strategy to increase membership upsells by 153%</li><li>Participated in on-site (and remote) user testing and the synthesizing of resulting data</li><li>Optimized product landing page conversion and metrics via A/B testing</li></ul>
<div>Thomson Reuters</div> <div>Apr 2014 — Sep 2016</div>	<div>Front-End Web Developer</div> <ul style="list-style-type: none"><li>Designed and developed a series of responsive email templates and utilized Litmus to ensure they rendered accurately across a variety of email clients</li><li>Orchestrated email marketing campaigns and deployments through Eloqua to promote lead generation and drive traffic to the eStore</li><li>Designed and coded product landing pages utilizing current UI/UX web standards</li><li>Conducted A/B testing of emails and landing pages to optimize performance</li><li>Developed and packaged animated HTML5 ads for external vendor usage</li><li>Designed and implemented web banners and ads on our main website</li></ul>
<div>Prime Research (now Cision)</div> <div>Jan 2014 — Apr 2014</div>	<div>Product Designer</div> <ul style="list-style-type: none"><li>Optimized dashboard experiences for fortune 500 companies that contained actionable insights and strategic guidance about brand performance in order to produce meaningful business results</li><li>Designed and developed email newsletters to deliver relevant media research directly to our clients</li></ul>
<div>RJM</div> <div>Jan 2011 — Sep 2013</div>	<div>Graphic Designer + Front-End Web Developer</div> <ul style="list-style-type: none"><li>Designed and coded websites using modern web standards and responsive design</li><li>Converted client websites into a CMS (such as Expression Engine, Joomla and WordPress) to enable clients to create their own dynamic content</li><li>Designed and developed logos, brand identities, postcards, brochures, billboards, truck wraps, flyers, business cards, booklets and more</li><li>Took part in creative brainstorming sessions with fellow designers, writers and engineers</li><li>Edited and compiled video using Adobe Premiere Pro and Adobe After Effects</li><li>Managed Google AdWords and Facebook Ads to drive traffic to websites and compile reports to clients around performance and recommendations for improvements</li><li>Photographed various places, people and events for the agency as well as for Jackson Magazine</li></ul>
<div>AMPM, Inc.</div> <div>Jun 2010 — Aug 2010</div>	<div>Graphic Design Intern</div> <ul style="list-style-type: none"><li>Collaborated with art directors, graphic designers, and engineers to produce print and digital designs for a large, multinational chemical corporation</li></ul>
<div>Central Michigan University</div> <div>Jan 2007 — May 2010</div>	<div>Graphic + Web Designer</div> <ul style="list-style-type: none"><li>Demonstrated a deeper understanding of web development by earning a certification in HTML and CSS via W3Schools</li><li>Obtained feedback from users and collaborated closely with engineers on multiple college interdepartmental websites</li><li>Lead the design of print and digital assets for an annual company event focused on adoption of new technologies</li><li>Crafted interactive Keynotes for various presentations about the success story of adopting an Apple ecosystem of products across Central Michigan University's campus</li></ul>

Education

<div>Central Michigan University</div> <div>Fall 2005 — Spring 2010</div>	<div>BFA In Graphic Design</div> <ul style="list-style-type: none"><li>Cum Laude Honors, Art History Minor</li></ul>
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