



Product Designer

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SUMMARY

Product Designer with experience designing end-to-end web applications, including 0→1 SaaS products in cybersecurity, healthcare, and food + beverage. Skilled in user research, prototyping, and translating complex workflows into intuitive, accessible experiences.

5+ years background in operations and management roles in startup environments informs user-centered design with operational expertise to build solutions while thriving in ambiguous environments.

SKILLS

User Research & Usability Testing
Wireframing & Prototyping
User Flows & Information Architecture
Interaction Design
Design Systems
Accessibility (WCAG / ADA)
Cross-Functional Collaboration
AI-Enabled Product Design

TOOLS

Figma
Adobe XD
v0
Relume
Lottie
Fullstory
Miro
Jira

EDUCATION

Designlab

UX/UI Design | 2023-2024
560+ hour certification

The University of Tennessee

B.A. Communication Studies
Cum Laude honors

DESIGN EXPERIENCE

Product Designer (Freelance)

KDM Creative (SaaS & consumer apps) | Remote Apr. 2025 - Present

- Lead end-to-end design for web and mobile applications, from user research through high-fidelity UI and prototyping
- Translate user needs and business requirements into clear user flows, wireframes, and intuitive interaction patterns
- Conduct research and usability testing to inform design decisions and iterate on product experiences
- Apply ADA and WCAG accessibility standards to create inclusive, user-centered interfaces
- Collaborate with founders and engineers to define product direction and deliver solutions aligned with evolving requirements
- Leverage AI tools to accelerate research synthesis, ideation, and early-stage prototyping

Founding UX/UI Designer III

Ukon (Cyber risk and insurance SaaS) | Hybrid Nov. 2024 - Apr. 2025

- Led the design of a data-driven web platform from concept to MVP, translating complex workflows into intuitive user experiences
- Defined information architecture, user flows, and interaction models to support decision-making and usability
- Conducted user interviews and usability testing to identify pain points and inform design decisions
- Designed wireframes and interactive prototypes to validate concepts prior to development
- Partnered with engineering to align on requirements, constraints, and implementation
- Built design system components to ensure platform consistency

OTHER EXPERIENCE

Product Operations Specialist (Freelance)

KDM Creative | Remote May 2021 - Nov. 2024

- Supported early-stage startups across QA, CRM, SEO, and bug tracking, collaborating with product and engineering teams
- Identified usability issues and contributed to product improvements through testing, documentation, and workflow optimization

Team Lead Manager

Hopper (Consumer travel app) | Remote Nov. 2021 - Sept. 2022

- Led a global support team of 13, achieving top 10% performance and highest departmental CSAT score of 4.42/5
- Improved QA and coaching processes, increasing team efficiency and business impact by 15%

Technical Account Manager

Pana (B2B corporate travel SaaS) | Remote Nov. 2020 - May 2021

- Managed technical onboarding, integrations, and support for 90+ clients including SpaceX, Zendesk, Palantir, and Koch Industries, maintaining NPS above 8/10
- Translated client needs into technical product requirements and partnered with product and engineering on solutions
- Led product training and QBRs for enterprise clients

Product Support Specialist

Pana | Remote Nov. 2019 - Nov. 2020

- Led the development of new department for QA, bug triage, backlog management, and product testing
- Collaborated with product and engineering to prioritize features and resolve user issues
- Increased product and engineering productivity by 35% through developed troubleshooting processes