

Experienced Senior Designer and Design Director with a passion for system-based, user-focused design and a 13-year history of building and mentoring effective, collaborative teams. I specialize in product and web design for civic agencies, cultural institutions, non-profits, publishers, and creatives.

WORK EXPERIENCE

Reflexions

Remote / New York, NY

Senior Design Director, Associate Partner

October 2018–November 2024

I established and expanded an internal design team as Reflexions shifted its primary business model from development services-for-hire to focus more on product design and development. Responsibilities included:

- Oversaw design staffing, including interviewing, hiring, promotions, and project assignments, growing to a team of five UX designers, product designers and design directors
- Ensured quality and clarity of design documentation, including task/ticket definition, internal review and approval, and written/verbal communication with client points-of-contact
- Collaborated across teams to implement and refine design-related and accessibility best practices, improving key project design timelines by as much as 50%
- Consulted on proposals and SOWs representing the majority of Reflexions' revenue
- Select clients: WMATA, MTA, MBTA, PATH, Translink (Queensland), NZTA (New Zealand), Poster House, Melville House, Housing Works Healthcare, Foley & Lardner, Morrison Cohen

Familiar

Brooklyn, NY/ New York, NY

Designer, Founder, Partner

June 2011–May 2018

I was a founding partner of Familiar, an integrated design/development studio focused on nonprofit, arts, and educational clients and helped grow the company from two partners to three partners and six full-time employees and over \$1 million in annual revenue.

- I was jointly responsible for all aspects of the business, including business development, financials and forecasting, hiring, contracts, communications, and client management
- Select clients: Governors Island, Creative Capital, Coast Guard Foundation, INET, UrbanGlass, USCJ, Housing Works, The New School, Salon94, Cory Arcangel, Paula Hayes

New York State Senate

New York, NY

Senior Designer, Acting Art Director

May 2009–January 2011

- Designed pieces for mailing and distribution for New York State Senators and the Democratic Conference, including event collateral, direct mail, reports, brochures, and HTML emails
- Developed modular layout systems for producing tight-deadline pieces to a high standard
- Implemented an automated data management system, streamlining customization of standardized printed pieces for use by any individual Senator

Housing Works

New York, NY

Design Director

December 2006–May 2009

- Expanded the Housing Works brand design system for flexibility and appeal across promotional and informational materials designed for the public, clients, and employees
- Developed selection criteria and acted as contact for agency-led redesign of HousingWorks.org, resulting in sustained traffic increase, greater engagement, and brand awareness

Council on Foreign Relations

New York, NY

Web Producer

June 2005–December 2006

- Assisted in upkeep and improvement to CFR.org, including the addition of feeds and new templates, usability improvements, maintenance of site content, and providing CMS trainings

Gritty

Boston, MA / Cambridge, MA

Designer, Developer

June 2004–May 2005

- Member of creative teams producing websites for clients including American Express, Emirates Airlines, and MIT

Select Freelance Clients

Housing Works, Storyland, Fremont Garage, Hederis, Fort Defiance/Sunken Harbor Club, Marlo Poras, Diana Lind, Bonneville Theater Company, *A Public Space*

SKILLS

- Design Direction
- Product Design
- Visual/UI Design
- User Experience/UX Design
- Responsive/Mobile-First Web Design
- Design Systems
- Design for Devices
- Accessibility (WCAG, ADA)
- Animation for Interaction
- Usability Research
- User Testing
- Interactive Prototyping
- Design Research
- Print and Web Typography
- Content Management Systems
- Graphic Design
- Publication Design
- Presentation Design
- Logo Design
- Brand/Identity Development
- Motion Graphics
- Requirements Analysis

PRIMARY SOFTWARE

- Figma
- Adobe Creative Suite (Illustrator, Photoshop, Indesign, AfterEffects, Fonts, Lightroom)
- BodyMovin/Lottie.JS
- Sketch
- Principle
- HTML
- CSS
- PHP
- Jira

EDUCATION

B.A., English and Art History

Vassar College

September 2000–May 2004