

15+ years designing user experiences across web, mobile, and emerging platforms. Turns ambiguity into clear experience visions, takes 0→1 initiatives from concept to launch, and builds systems that help teams scale. A vocal advocate for users, with a career built on learning new tools and finding new ways to make things.

EXPERIENCE

Senior Product Designer	PayPal	2025–
Principal Designer + Founder	isloved.shop	2023–
Senior UX Designer	Expedia Group	2019–2023
Freelance Designer	Mentor Creative Group	2019–2019
Freelance Designer	Pop Digital Creative Agency	2018–2018
Design Professor	Cornish College of the Arts	2017–2018
Senior Designer	Girvin Design	2017–2017
Principal Designer + Cofounder	StyleBoard, LLC	2016–2017
Senior Interactive Designer	drugstore.com	2015–2016
Principal Designer + Cofounder	Hado Labs, LLC	2012–2015
Creative Director	Bucky, Inc.	2007–2012

SELECTED HIGHLIGHTS

- Designing future-state commerce experiences for PayPal's highest-value enterprise merchants, turning ambiguous opportunities into high-fidelity, merchant-branded prototypes and short videos used to pitch experience visions to partners, while building reusable patterns that help the work scale.
- Led design from 0→1 for Expedia's internal developer platform, turning a fragmented ecosystem of tools, APIs and services into a unified experience for 6,000+ developers. Created the product vision, frameworks and reusable patterns that brought clarity and consistency across teams.
- Designed Expedia's Quick Search experience for a developer platform used by 4,000+ people; contributed to Spotify's open-source Backstage project and released in Backstage Search 1.0.
- Built IsLoved.shop and Studio from 0→1 as a working experiment in AI-native design across brand, ecommerce, product design, image-making and interactive tools, using AI from exploration and production through designs pushed into working code.
- Designed motion-picture title concepts at GIRVIN alongside brand, ecommerce and packaging work.
- Launched Annamika, a generative-art iPad app, to Top 20 in the Apple App Store, with 100K+ downloads localized in 8 languages; later shipped successful iOS apps as cofounder of Hado Labs.
- Taught 17+ courses in design tools, first as Assistant Professor and later returning to Cornish College of the Arts as UX design faculty.

EDUCATION

Transart Institute
Masters Academy, New Media
University of Washington
BA, Art + Design

SKILLS

Product Design, Visual Design, Interaction Design, UX Design, Prototyping, Design Systems, Visual Storytelling, 0→1 Product Strategy, Product Vision, Workshop + Stakeholder Facilitation, Cross-Functional Collaboration, User Advocacy, AI-Assisted Design, Motion + Animation

DELIVERABLES

Experience Visions, Interactive Prototypes, Product Concepts, Design Systems, Reusable Frameworks + Patterns, Journey Maps, Brand Identity, Websites, iOS Apps, Landing Pages, Product Videos, Executive Presentations, Best Practices Guides, Classes + Workshops

DESIGN TOOLS

Figma, Figma Make, Figma Motion, Claude, Claude Code, Claude Design, ChatGPT, Codex, MCP Servers, Photoshop, Illustrator, After Effects, Premiere, ProtoPie, Jitter, Webflow, HTML/CSS, Rhino 3D, Blender, Unity 3D

AWARDS

Women at Expedia Group Learning and Leading (WELL) Award

First Place, 2022 Expedia Group Global Hackathon