

Experience	What If Media Group	New York City, New York
	<i>Product Designer I</i>	March 2026 – Present
	- Ship Figma designs to production code via Claude Code and Figma MCP using engineer-built guidelines, owning 0 to 1 delivery of 50+ brand landing pages with 20M+ monthly visits and freeing engineering time - Own CMS redesign from discovery to launch, presenting user flows, wireframes, and prototypes based on research with 3 site analysts, 3 account managers, and 12 engineers to cut workflow time by up to 50% - Increase click-through rate 10% on average by A/B testing new animation tools and scaling our design system - Partner with Product Managers, Engineering, Sales, and Content teams, directing designers and developers	
	<i>Junior Product Designer</i>	July 2024 – March 2026
	- Introduced Rive to replace Lottie after researching animation tools, A/B testing interactive vs. static animation to lift conversion from 45% to 65% and cutting average file sizes by 75% - Designed lead generation landing pages, pre-landers, and gamified experiences (spinners, click-to-win, games, loaders) across a multi-brand portfolio to lift engagement and conversion - Created a multi-brand design system for 50+ brands in Figma with 100+ reusable, WCAG-compliant components, used by 3 designers and 12+ engineers to accelerate design and development workflows - Built brand identities, logos, and sites from scratch for new content properties and an insurance brand	
	<i>UX Design Intern</i>	June 2023 – August 2023
	Designed mobile and desktop websites using Figma for 10+ brands receiving 20 million monthly visits in total	
	AFD Contract Furniture	New York City, New York
	<i>Design Intern</i>	June 2022 – August 2022
	Coordinated with architects, sales team, and clients to design 3D furniture floor plans using CET and AutoCAD	
	Georgia Tech Invention Studio	Atlanta, Georgia
	<i>Prototyping Instructor</i>	February 2022 – May 2024
	Assisted and trained students in advanced tools and machinery for research, school, and personal projects	

Community	Archangel Michael Church	Port Washington, New York
	<i>Young Adult League President</i>	June 2024 – Present
	- Manage a 9-member board to lead social and service events for the Greek young adult community - Generated \$10k+ in revenue to fund organizational growth and support philanthropic donations	
	Chi Phi Fraternity	Atlanta, Georgia
	<i>Vice President</i>	November 2022 – November 2023
	Led 80+ member chapter and managed 8 officers to ensure smooth events, meetings, and conflict resolution	

Education	Georgia Institute of Technology	Atlanta, Georgia
	<i>B.S. Industrial Design</i>	August 2020 – May 2024
	GPA: 3.85 Minor: Business & Technology through the Denning Technology & Management Program	

Additional	Skills	Recognition
	Tools: Figma (Make, MCP, Weave), Adobe CC, Lottie, Rive, Framr, Claude (Code, Design), ChatGPT, Gemini, Cursor, Lovable, Firefly Design: Research, A/B Testing, Design Systems Technical: HTML/CSS, WCAG, GitHub, Component Libraries	2025 “What If” Annual Core Value Award 2025 NYC Marathon Finisher Eagle Scout
	Interests	
	Running, The New York Mets, Formula 1, Traditional Greek Dancing, NYC Restaurants, Podcasts	