

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

*M.B.A., Fully Employed Program, Social Impact & Entrepreneurship Specializations*

June 2027

- *Memberships:* FEMBA Council Social Representative, Innovation & Design@Anderson, Out@Anderson.

### GENERAL ASSEMBLY

Remote

*User Experience Design Immersive Student*

April 2021

### WASHINGTON UNIVERSITY IN ST. LOUIS

St. Louis, Missouri

*B.A., in Psychological & Brain Sciences, Minor in Communication Design*

May 2016

- *Academics:* Nominated for Excellence in Senior Leadership Award.
- *Memberships:* President of KUUMBA, Praxis Program (Interdisciplinary Leadership), KWUR DJ, St. Louis Story Stitchers.

## EXPERIENCE

### AIRBNB

Los Angeles, CA

*Product Design Consultant*

April 2025 – Present

- Designed MVP of new AI-driven claims resolution platform to reduce mis-escalations & improve resolution time in collaboration with product managers, operations experts, & engineers. Co-designed logic of new workflow-driven software in LucidChart, prototyped designs in Figma, coordinated product development in Jira, became an expert in Salesforce's SLDS2 design system, & co-managed 2 designers.

### NEIGHBORHOOD LEGAL SERVICES OF LOS ANGELES COUNTY

Los Angeles, CA

*Pro-Bono Service Design Consultant*

April – June 2025

- Led team of 5 consultants in developing & delivering 36 distinct, actionable recommendations that covered management, policies, & processes, brand identity, UX/UI, accessibility, services clarity, & resource dissemination using human-centered design approach. Research included 16 staff interviews, a client survey, website analytics for 6.3k site visits, analysis of 15 comparative legal aids, & 2 meetings with external legal aid communications experts. Recommendations aimed to improve self-help services, website accessibility, pro-bono recruitment, fundraising, & collaboration with legal aid partners.

### WONGDOODY

Los Angeles, CA

*Senior Product Designer – Airbnb*

February – March 2025

*Senior Product Designer (Service Designer) – AECOM*

March – June 2024

- Led human experience design research & provided holistic recommendations to optimize project manager workflows globally.

*Senior Product Designer (Biz Dev) – NBC Universal, Freshworks, Charter, GE, Nissan, Microsoft, TJX, Inc.*

April 2023 – March 2025

- Produced RFP submissions & proof of concept prototypes for Experience Design & Future-Proof Marketing opportunities.
- Created 13 sales dashboard widgets for Microsoft's sales pipeline tracker. Designed customizable KPI visualizations.
- Scoped project plans & developed budgets for projects' UX/UI & staffing needs.

*Senior Product Designer, Senior Visual Designer – Verizon*

May 2022 - April 2023

- Designed, wireframed & prototyped vRepair NextGen, a simplified, cloud-based ticketing platform for engineers. Strategized business goals with leadership, integrated with Verizon's internal UX team & collaborated on development with offshore team.
- Developed 19 personas, 20 empathy maps & 150 workflows from ~60 end user interviews & design thinking workshops.
- Synthesized research into 286 actionable findings & addressed via new features including AI-driven ticket resolution tool.

*Lead UX Designer, UX Designer - Bain & Company*

November 2021 - May 2022

- Conceptualized, wireframed & prototyped 30-screen chat & pipeline tracker app to help private equity group partners stay up-to-date & collaborate on sales opportunities & current deals on the go. Created design system addressing security & accessibility needs.
- Designed new features for staffing application to improve resource allocation process including case planning whiteboard, project management Gantt chart & data visualizations. Identified inefficiencies in Agile software development with leadership.

### HONEY'S

Los Angeles, CA

*Co-Founder*

February 2023 - Present

- Co-founded Honey's, a queer & lesbian bar residency, in Hollywood, CA. Led brand strategy, marketing & communications resulting in \$500K revenue in first year, 14k Instagram follows & features in premiere news outlets including NYT, Eater, LA Times, Timeout, The Hollywood Reporter, NBC, KCRW, Esquire, Infatuation, Thrillist, & ABC7.
- Advocated for best practices around BIPOC & trans-inclusion & created security training with DEI specialist.
- Conceptualized & produced 30+ community events & collaborated with 40+ queer businesses nationally & locally.

### NESTERLY

New York City, NY

*Customer Advocate*

August 2018 - October 2019

- 1st hire for seed stage social enterprise focused on facilitating intergenerational home sharing online. Successfully expanded into a second market, facilitated ~80 homeshares & grew the online marketplace by ~400%.
- Automated key CX efforts by designing virtual matchmaking process, booking flow, contract development/amendment, post-homeshare review & SMS automations. Designed backend administrative dashboard to moderate marketplace.

## ADDITIONAL

- *Volunteering:* Organizer of Eagle Rock Community Fridge (July 2020 – Present), Program Advisor for UC Riverside Extension's Design Thinking Program (December 2022 – September 2024), UX Designer & Content Strategist for Bluedoor (October 2023 – May 2024), Ambassador for Sofar Sounds (September 2016 - March 2018), Events Coordinator for Filament LLC (October 2016 – August 2017)
- *Languages:* Limited proficiency in Spanish. *Interests:* Event production, illustration (shared via @doodlebrainlane), & native gardening.