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Work	Notion	Designer, web presence 2021– Redesigned the Notion Template Gallery from scratch, at launch featuring 5,000+ templates (7.6x original), 250+ categories (12.5x original), and 2,000+ community creators New Template Gallery delivered +5.2% user signups, +3.3% early member retention, and overall 13.8k workspace activation within a week post-launch Designed a design system for the notion.com site and implemented a state-of-the-art web typography system based on React & OpenType variable fonts Color design & implementation of the Notion app’s dark mode Identity design, motion graphics, and keynote production for the Notion user conference, Block x Block 2021 Art direction, graphic design, and video production for Notion’s first global campaign <i>For your life’s work</i> , garnering 1.3b impressions in US alone and winning The Drum Award’s international category
	Ethos	Product designer 2020–2021 Sole designer on Ethos’ insurance agent partnership business channel Designed & launched an agency web portal from scratch, resulting in 30–40% MoM growth in portal signup and +30% engagement Designed various growth initiatives that, combined with the redesign, accounted for 60% of Ethos’ revenue growth, surpassing its main D2C channel
	Ethos	Experience design intern 2019 Based on shadowing of internal customer agents, designed an agent CRM system tailored to the insurance industry with usability improvements Led art direction for Ethos’ rebrand & launched a redesign of ethoslife.com Designed Ethos’ design system in tandem and delivered redline specs
	Dubberly Design Office	Design intern 2018 Product strategy, concept models, service design, open-box experience, and packaging prototyping for Lilly’s smart insulin pump Concept models for Descartes Labs Web design & development and motion graphics for the Daikin One+ smart thermostat, announced in CES 2019
School	Master of Science	Georgia Institute of Technology 2018–2020 Human-computer interaction
	Bachelor of Design	University of Washington 2013–2017 Visual communication design
Skills	Design	Figma / Sketch / Adobe XD / InDesign / Illustrator / Photoshop / Glyphs.app
	Code	HTML / CSS / JavaScript / Python / React / TypeScript / Processing
	Prototype	Framer / Origami / Principle / Arduino
	Motion & video	Adobe AfterEffects / Premiere Pro / Final Cut Pro