

PROFILE

Principal UX Designer combining product strategy, visual and interaction design, and technical fluency to simplify complex experiences. Experienced in cross-functional collaboration, design mentorship, accessibility, and AI-driven experimentation.

EXPERIENCE

Principal Designer / Developer · Fidelity Investments 2024 – Present

- Lead UX design across internal and external digital experiences, supporting associate engagement and One Fidelity brand initiatives.
- Maintain the public-facing About Fidelity website; collaborate with business reporting and leadership communications partners to publish quarterly business results.
- Provide UX consultation for Fidelity Central and improve business-unit SharePoint experiences, including Fidelity Real Estate and return-to-office resources.
- Mentor designers on UI/UX craft and champion accessibility through partner education and company-wide training content.
- Lead AI exploration within a restricted enterprise environment; prototype new workflows and present experiments and opportunities to leadership.

UI/UX Designer & Front-End Developer · Subaru of New England 2022 – 2024

- Led UX design for a retailer operations platform, including a redesigned monthly vehicle allocation workflow connecting Sales Operations, six districts, and 65 retailers.
- Designed and developed web interfaces with Angular, TypeScript, HTML, and CSS for retailer-facing workflows.
- Facilitated design sprints and partnered with product managers, developers, and vendors to align user needs, business goals, and technical execution.

Senior Digital Designer · Boston University 2019 – 2022

- Led the design and UX strategy for Boston University's Alumni & Friends website, shaping digital experiences for alumni engagement and advancement.
- Created the visual identity for BU's Career Networking platform, serving 11,200 users across 96 countries and featuring 44,000 job and internship postings.

Graphic Designer · Boston University 2015 – 2019

- Designed print and digital communications for BU's \$1.5 billion fundraising campaign, supporting Alumni & Friends engagement.

SKILLS

UX & Product	Tools & AI	Technical
Product strategy, UX research, interaction design, visual design, prototyping, information architecture, design systems, accessibility.	Figma, Figma Make, Sketch, Adobe Creative Cloud, AI-assisted design and prototyping.	HTML, CSS, JavaScript, TypeScript, Angular, React, Next.js, Git, Agile/Scrum.

EDUCATION

MFA, Graphic Design Suffolk University	BA, Visual Design Xi'an Jiaotong University	Software Engineering Immersive General Assembly (480 hours)
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