



“Fostering someone’s love of learning and curiosity is my life’s work.”

Hi there! I’m a compassionate and experienced product design leader with a love of life-long learning. I have over a decade of proven expertise in developing engaging, creative, and educational digital experiences with a focus on inclusiveness, agency, and empowerment for every learner.

Super Powers

- Convergent thinking and illustration of complex information. *aka: Making difficult things easy to understand and digest.*
- Equitable design practices and participatory design research centering end-users. *aka: Every designer should share ideas and the people using the thing should be involved in making it.*
- Team development through human-first philosophy and mentoring. *aka: I want my teams to love their job and their work!*

Professional Roles & Responsibilities

Design Director Scratch Foundation

- Lead product design teams through ideation process, participatory and UX research, and execution of innovative new product development and enhancements of creative coding platform used by 500 million users world-wide.
- Develop and oversee new and existing brand systems for Scratch Foundation, its programs, and product lines.
- Strategic research and development of diversified and sustainable product revenue models for the organization.

Product Design Lead & Interactive Art Director (CA)

- Lead project teams (5-7 designers) through development of digital and print instructional products serving 10 million student users.
- Oversee design ideation, strategic planning, and execution of user interface and user experience design within individual product components and amongst the larger product eco-system.
- Provide art-direction and asset budget/resource management for content-creation and visual aspects of digital instructional products.

Sr. Interactive Designer, i-Ready Product Development (CA)

- Oversaw design and development of 11 K–5 Digital (English and Spanish) reading programs consisting of 526 individual lessons, 557 interstitial animations or interactive tutorials and 58 individual activity types. Successfully partnered with editorial and engineering teams to develop concise lesson flows to meet goal of >15min per lesson with highly re-usable activity renderers (code).

Senior Designer Curriculum Associates (CA), Billerica, MA

- Defined and developed i-Ready Diagnostic & Instruction branding and visual identity.
- Led marketing collateral design and assisted in campaign strategy.

Senior Designer Pulsar Informatics, Inc., Philadelphia, PA

Lead brand development and UI/UX design for bio-engineering products monitoring for and mitigating fatigue.

Graphic Designer Optimal Strategix, Newtown, PA

Extracurricular Leadership & Education

- 2022** Nov **Design Director** Scratch Foundation
- 2021** Oct **Reflections Chair, North School PTA**
Lead annual art program for my local elementary school to facilitate involvement and appreciation of the arts at an early age.
- 2021** Mar **Community Organizer, Londonderry, NH**
• Founded local group “Community Advocating for Respect & Equity in Schools” (CA.R.E.S.) to support public schools through the pandemic.
• Coordinate DEI efforts and public support for LGBTQ+ families in my community.
- 2019** Mar **Committee Chair, LGBTQIA+ ERG** at CA
Organize/plan/host community-building events for Employee Resource Group (ERG). Act as Liaison to Asian-American ERG and as a facilitator of Anti-Bias Anti-Racist (ABAR) Workshops developed by internal Diversity, Equity, Inclusion (DEI) team.
- 2015** Feb **Founder & President, Corner Kingdom Project**
Launched a non-profit designing and building spaces for children with special needs or life-threatening illness.
- 2012** Nov **Senior Designer** Curriculum Associates (CA), Billerica, MA
- 2011** Feb **Digital & Multimedia Design Certification**
Moore College of Art & Design, Philadelphia, PA
- 2010** Nov **Senior Designer** Pulsar Informatics, Inc., Philadelphia, PA
- 2009** Jun **Graphic Designer** Optimal Strategix, Newtown, PA
- 2008** Dec **B.A. Graphic Design & Management**
Regis College, Weston, MA

My professional journey began here...