



## CAREER SUMMARY

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Staff Product Designer specializing in design systems, platform design, and scalable user experiences. Proven leader in cross-functional alignment, driving product quality and bridging design systems with product development. Expert in accessibility, helping teams ship cohesive, high-quality experiences at scale.

## RECENT DESIGN SYSTEM EXPERIENCE

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### GoodRx

#### Staff Product Designer June 2021–Present

- Design Lead for the GoodRx Web Design System, owning its vision, roadmap, and execution across design, documentation, and design-to-code alignment
- Drove adoption of a consistent, scalable design language across web and native (iOS and Android) products
- Led the overhaul of the legacy system across token architecture (primitive & semantic), component standards (Shadcn), and documentation—delivering 25+ components adopted across core product surfaces in 2025
- Partnered with designers and engineers to ensure accurate implementation from Figma to production through detailed review and QA
- Influenced UX and design direction across major web initiatives and new offerings, including three Condition-based Subscription launches in 2025—bridging platform and feature work to drive scalable patterns that improved consistency, usability, and delivery speed while reducing engineering shipping time and bespoke work
- Led design for Universal Navigation, improving search prominence, structure, and scalability
- Scaled design quality and delivery speed across teams by embedding system thinking and AI-assisted workflows into product development, increasing reuse, reducing fragmentation, and enabling faster feature delivery
- Served as a trusted mentor across the organization through 1:1s, critiques, and office hours, guiding systemized design, accessibility, and design-to-engineering alignment

### Basis Technologies (formerly Centro)

#### Senior Product Designer September 2019–June 2021

- Led creation of a cross-functional design system (tokens, components, guidelines), aligning roadmap to product priorities and validating through analytics and user testing
- Transformed a component kit into a scalable system by auditing and standardizing for consistency, accessibility, and reuse
- Launched a documentation site with component guidance and UX best practices
- Drove adoption across design, product, and engineering through education, stakeholder alignment, and thought leadership on accessibility and UX

### Uptake Technologies

#### Senior Visual Designer May 2018–September 2019

- Expanded an existing design system with reusable, themeable components, reducing technical debt across teams
- Authored brand, UX, and technical guidelines to support scalable, consistent application development

## PAST EXPERIENCE

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### Simple Truth

Freelance Senior Designer

### Norton Agency

Senior Art Director

### Movéo

Senior Designer

### GA Communication

Art Director

### Launch Creative

Art Director

## EDUCATION

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### Drake University

BFA Graphic Design

## PROFICIENCIES

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### Design Systems and Front-End

Token architecture, CSS variables, Storybook, Shadcn, component systems

### Design and Collaboration Tools

Figma, Sketch, Adobe Creative Suite, Jira, Asana

### Accessibility

WCAG compliance, inclusive content and visual design

### AI and Emerging Tools

AI-assisted design workflows

## FEATURED ON

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### Zeroheight Podcast

Season 2, Episode 3

### Zeroheight Webinar

How We Document #2:  
Design System Maturity