

UX DESIGN LEADER & CONTENT DESIGN EXPERT

UX design leader with 10+ years of experience managing and scaling diverse, high-performing teams working on end-to-end product design with a focus on building engaging digital experiences across multiple channels for industries such as education, media streaming, retail, museums and financial services.

PROFESSIONAL EXPERIENCE

Content Design Manager Sr, VP · PNC Bank · Pittsburgh, PA · March 2022 – Current

Content Design Manager · PNC Bank · Pittsburgh, PA · Oct 2021 – March 2022

Scaled content design team from 5 to 14 designers across online banking and mobile platforms. Partner with CEO and C-suite leaders on strategic product initiatives while collaborating with XD, product, legal, compliance, research, accessibility, localization, and engineering teams.

- Redesigned online banking and mobile app to align with industry benchmarks and improve NPS
- Improved first-time user experience completion rates by 50% and decreased drop-off rates by 80%
- Decreased amount of legal language across multiple experiences to increase readability and usefulness
- Thought leader for on 0-to-1 product innovation across digital banking experiences

Strategic Marketing Manager · Carney Digital Agency · Pittsburgh, PA · Jan 2020 – Oct 2021

Led client relationships and end-to-end web projects across Education, CPG, B2B, and Non-Profit sectors. Implemented processes to improve collaboration and client satisfaction. Focused on growing new business relationships.

- Redesigned WYEP (local NPR station) website - 2023 Best of Pittsburgh websites (PGH Magazine)
- Helped clients like Carnegie Museum of Art and EdTech companies gamify their experience to drive adoption
- Qualitative and quantitative research to understand diverse audiences who speak different languages
- Grew company e-newsletter open rates from 10% to 22% by rethinking content strategy and layout

Content Strategist · Pipitone Group · Pittsburgh, PA · July 2018 – January 2020

Oversaw multiple client strategies and developed user-friendly content for a variety of channels and KPIs.

- Created engaging content for high-profile clients including the new Pittsburgh International Airport
- Generated award-winning and nationally recognized campaigns available in multiple languages
- Created a podcast around a variety of topics related to working at a digital agency to generate awareness

Styling Team Lead · Stitch Fix · Remote Role · July 2016 – February 2018

Led a remote team of 45 direct reports. Developed engaging content to keep a remote team engaged and excited.

- Trained, coached, and developed a team of high-performing Stylists
- Promoted partnership and brought Stitch Fix culture to life in a remote workforce

Marketing and PR Coordinator · Dona Jo Fitwear · Pittsburgh, PA · Oct 2014 – July 2016

Launched initial digital content strategy for the Brazilian women's activewear brand. Scaled team to have design and content guidelines and standards and brought more consistency to the brand.

- Increased Instagram following by 30,000. Increased online conversion rate by 3%.
- Planned and executed engaging in-person events that increased sales by 25%

OTHER ROLES

Digital Marketing Coordinator · rue21 · Sept 2013 – Oct 2014

Marketing Assistant · rue21 · Feb 2012 – Sept 2013

EDUCATION

University of Pittsburgh · Pittsburgh, PA · May 2011

Bachelor of Arts in Communications (Media Studies) • Minor in Journalism • GPA: 3.7