

Staff-level product designer specializing in ad products and monetization, with a track record of shipping high-impact work at The New York Times and Nextdoor. Most comfortable at the intersection of business impact and user experience, translating complex advertiser workflows, data systems, and ad formats into intuitive, high-performing products that move the needle.

## experience

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Staff Product Designer, Monetization, Nextdoor

Apr 2025 – Present

- Lead designer for Nextdoor Ad Manager (NAM), the company's proprietary self-serve advertising platform, contributing to a record quarterly revenue of \$69M (up 7% YoY) and achieving full-year profitability one year ahead of schedule, with self-serve ad revenue growing 32%.
- Redesigned the Quick Create campaign flow in collaboration with product managers, engineers, and data scientists, improving publish rates by 62.5% against a 5% target.
- Led the expansion of NAM to international markets, starting with Canada and scaling to the UK, partnering with brand and product marketing to ensure a consistent, localized rollout.
- Replaced the CTA button with a CTA bar across ad formats, improving click-through rates; expanding media to allow 1x1, delivering 8–10% higher CTR compared to 16x9 rectangular.
- Built a satellite design system to modernize and standardize ad formats, increasing consistency and ease of use for product marketing and sales teams; led the broader integration of the new design system across the platform.
- Currently leading the design and testing of vertical video ads, working through details including video controls, playback behavior, and cross-device consistency.
- Leading the end-to-end design of political ads in NAM, encompassing agency and committee verification, targeting guardrails, transparency disclosures, and an Ad Library archiving past political campaigns.
- Partnered with user researchers to improve usability and adoption of AI-powered ad tools, with a focus on making the platform more accessible for small businesses.
- Mentoring junior product designers on balancing ad format utility, performance, and user experience; showing how to deliver high-fidelity prototypes with detailed annotations and edge case documentation.

Senior Product Designer, Advertising Mission, The New York Times

Jun 2021 – Apr 2025

- Drove monetization of non-paying readers through ad and partnership experiments, including a mobile ad placement that generated \$2.2M with no impact on bounce rate or engagement.
- Led migration of newsletter ad delivery system to LiveIntent, securing cross-team buy-in and delivering a more agile system with enhanced UX controls.
- Redesigned and launched Kaleidoscope, NYT's internal ad reporting dashboard, enabling highly customizable, data-heavy wrap presentations with real-time analysis, inline editing, and exportable formats for external clients.
- Built a unified design system merging NYT and NYT Advertising branding by standardizing components and introducing structured information hierarchy across all campaign reports.
- Led design of Story to Story Sharing during company wide Hackathon, which evolved into a shipped product – article sharing to Instagram Stories on the NYT iOS app (launched Nov 2024).
- Collaborated with Commerce and Marketing on a subscriber retention initiative; print offerings *Puzzlemania*, *The Lives They Lived*, and *For Kids*, which sold out within 24 hours.
- Founded the Climate Network ERG Events program, planning 21 events and diverting 1,000+ clothing items from landfills by leading bi-annual clothing swaps.
- Advanced internal culture through workshops, panel moderation, and mentorship, including a Maker Week Learning Track, a Women in Tech promotions panel, and a prototyping workshop for Pursuit.

Design Director, T Brand, The New York Times

Mar 2019 – Jun 2021

- Managed a 12 person team of front end developers and designers who create and innovate on bespoke sponsored campaigns that live on the Times via app, web, tablet, and print.
- Sole designer for the Times's proprietary first party audience data segment builder. Work cross-functionally across the Ad Mission with data scientists, back end and front end developers to create an intuitive interface for the data ad product team to use with minimal training.
- Partnered closely with development and audience insights teams to continuously optimize and elevate overall profitability. Cultivated and deployed a design system throughout the Flex Suite through A/B testing and user research, as well as develop new formats and detailed specifications for each format's template.

## technical skills

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Figma	HTML
Figma	CSS
Photoshop	HTML Emails
Illustrator	PHP
Premiere	JavaScript
After Effects	SVN
Keynote	GIT
Powerpoint	Jira
Google Slides	
Acrobat	

## education

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University of Michigan  
Bachelor of Fine Arts, Cum Laude  
Graphic Design / Ceramics  
Ann Arbor, MI

## accolades

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Publishers Award Winner, 2024,  
*New Ad Experience on Games*  
Advertising Maker Week Winner, 2024  
Ad Mission Quarterly Award, 2024  
AIGA, 50 Books / 50 Covers  
*Not For Tourists Guidebooks*  
Davey Award Individual Achievement,  
Art Direction / Graphic Design

## affiliations

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Pursuit  
*Fellowship Design Mentor*  
AIGA  
*New York Chapter*  
New York American Mensa, Ltd  
*New York Chapter*  
NYT Agile Foundations Certification  
Hunter College High School  
Alumni Association  
*Member*  
New York State Taekwondo  
Federation  
*Referee*