



I make experiences.

Skills

Product Design

I've been designing user-centered, mobile-first product experiences for over 8 years. I've created features seen and used by millions of people. My work-style is agile, adaptive, and iterative. My aesthetic is clean and efficient, with a hint of delight.

Frontend Development

I write performative, compliant code that works across all modern browsers. I've worked in both prototyping and production environments. What I don't know, I learn, and I believe that the final product dictates the method used to get there.

Product Management

I anticipate outcomes, and thus prioritize features with all stakeholders and analytics in mind. I believe product management is about managing both the team and product, questioning each feature and reducing complexity.

Technical

Sketch	HTML / CSS3	React.js+ native	Git
Photoshop	Javascript (vanilla)	Node.js	Trello / Asana
Illustrator	jQuery	Interfacing w/ databases	Slack

Education

MFA in Design + Technology, Parsons The New School for Design
2010 - 2012

BA in Communication: Film & Media Arts, minor Graphic Design, American University
Magna Cum Laude, University Honors in Major
2004 - 2008

Experience

Leading Lady, larawarman.com
October 2014 - Present

I work with early-stage startups and small businesses designing and developing (front-end) their web presence and products. I consult and create product requirements, wireframes, style guides, and full designs for minimum viable products and beyond. I put these designs into action on the front end, coding for Ruby on Rails apps, Wordpress implementations, and Squarespace themes.

Director of Product, i.TV (formerly GetGlue)
June 2012 - October 2014

I merged two products into one in a complete redesign/redevelopment of the web, mobile web, iOS, and Android applications with special consideration paid to bridging the gap between old users' experience and the desired product pivot. I was personally responsible for the fully-responsive UX and UI design, as well as devising a flexible, growth-oriented platform for further product iterations.

I managed the transition from the acquired GetGlue stack into a new, merged user base. I also developed and cut features based on analytics, user feedback, and company goals.



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Experience, Continued

Coordinator, Dorkshop

January 2011 - June 2012

I organized free tech workshops for the general public. I coordinated a digital storytelling dorkShop curriculum with NYC nonprofit Girls Write Now through a Hive Network grant.

Junior Interactive Developer, Part-Time, ExpandTheRoom LLC

October 2011 - March 2012

I produced clean, compliant code from static designs. I built functional websites utilizing CMS systems and MVC frameworks.

Design Faculty, MFA+DT Bootcamp

August 2011

I taught incoming MFA students design basics during an intense three-week-long daily course. The course focused on graphic design principles, prototyping, time-based media, and data visualization.

Web & Graphic Designer, Ocean Conservancy

August 2008 - July 2010

I produced visual content for the website, aided in development of the online communications strategy, designed and implemented email templates, designed print materials for programmatic areas, produced information graphics, and established and maintained a library for digital assets.