

## EXECUTIVE SUMMARY

Human-centered designer with 15 years of experience leading multi-faceted projects that exceed expectations and result in consistent internal and client growth. My design-thinking experience has refined my creative problem-solving skills and my ability to build communications that influence decision-making across diverse stakeholder groups. A realization that my work was not creating the positive impact that had led me to design, I determined to pivot my career to the public sector. To accelerate this, I attained a MPA in Environmental Science and Policy from Columbia University where I focused on energy policy, equity and behavioral economics. I am passionate about combining my experience and education to build solutions that drive action and create significant impact.

## EDUCATION

**COLUMBIA UNIVERSITY, School of International and Public Affairs | Climate School**  
**Master of Public Administration**, Environmental Science and Policy

New York, NY  
May 2023

STEM designated program with core curriculum of applied environmental science, policy design, advocacy and management.

- Manager, Environmental Policy Program Design Workshop
- Selected Coursework: The Role of States, Cities and Subnational in the Climate Challenge, Clean Energy Finance, Sustainability Management, Behavioral Development Economics, Climatology

**PURDUE UNIVERSITY, College of Liberal Arts**  
**Bachelor of Arts**, Industrial Design

West Lafayette, IN  
May 2007

## EXPERIENCE

**NEW JERSEY BOARD OF PUBLIC UTILITIES (NJBP)**  
**Consultant**

Trenton, NJ  
January 2023 – May 2023

- Pro bono consulting project outlining electricity rate-design strategies to address high energy burden in low- and middle-income households.
- Conducted research on rate-design structures through expert interviews and comprehensive literature review.
- Performed data analysis to outline suggested rate-design to achieve moderate income-redistribution with no change to the current energy market and escalating redistribution as New Jersey progresses towards renewable energy commitments.
- Used quantitative modeling to analyze efficacy of energy burden reduction strategies.
- Proposed community focused behavioral interventions and communications to increase participation in state and federal cost-reducing customer assistance programs.
- Additional responsibilities included stakeholder interviews, final briefing communication strategy and presentation design.

**SCHOOL HOUSE: Brand, Consumer Experience & Product Design Consultancy**  
**Industrial Design Director**

New York, NY  
June 2018 – March 2020

- Developed department strategy and programming for numerous concurrent multi-disciplinary client projects.
- Led scope of work development, staffing guidelines and new client pitch development.
- Developed project timelines, budgets and key benchmarks to ensure departmental projects met or exceeded aggressive timelines and goals.
- Coordinated client and consumer ethnographic research to rapidly build project-specific subject matter expertise.
- Built strategic communications to distill complex information into compelling storytelling, leading to a higher rate of stakeholder alignment.
- Developed departmental systems, processes and best-practices resulting in greater direct-report ownership of project development and increased instances of departmental collaboration.
- Mentored direct reports through identification and maturation of key strengths, leading to increased impact on organization and career advancement.
- Through successful projects, existing client relationship development and new client acquisition, the 3D design team experienced 300% growth under my leadership.

## **M•A•C COSMETICS**

New York, NY

### **Associate Design Director, Industrial Design**

June 2014 – April 2018

- Installed new processes that integrated cross-departmental cooperation and broke down corporate division silos, resulting in reduced friction in project development and increased departmental efficiency.
- Developed streamlined project sequencing leading to more efficient use of human and material capital.
- Installed updated departmental mentorship strategy centered on an aligned vision between corporate and departmental strategies.
- Managed outside vendors and contractors including designers, engineers and manufacturers.

### **Consumer Experience Task Force**

September 2016 - June 2017

- Initiated inter-departmental task force developing next generation brand strategies.
- Selected and led task force members through human-centered ideation sessions to identify key opportunities for data-driven consumer engagement.
- Outlined suggestions for a more equitable brand experience built on individualized experiences independent from product purchases.

## **STRENG DESIGN: Innovation & Product Design Consultancy**

Chicago, IL & Brooklyn, NY

### **Studio Lead**

September 2012 – May 2013

- Developed studio goals and assisted principle with new client acquisition strategy and pitch development.
- Managed studio calendar and day-to-day activities of the studio team including project schedules and best practices.
- Developed communication strategy to establish name recognition for startup studio in New York City.

### **Program Manager**

December 2011 – September 2012

- Developed program goals including project sequencing and department growth and new client acquisition.
- Managed multiple concurrent human-centered design projects spanning disparate product categories operating on aggressive timelines.
- Built and assigned dynamic teams able to function in fast-paced consulting environment.
- Developed best practices and successful design & engineering programs to grow client product catalog.
- Oversaw departmental teams through design process from initial ideation to final production ready engineering data; including high fidelity prototype builds & specification standards.

### **Project Manager**

June 2009 – December 2011

- Successfully updated studio strategy to focus on client interaction and communication design. Success of this pivot resulted in a request to build communication system to be implemented internally by the client.
- Developed project timelines, fees and staffing requirements.
- Managed client interaction and prepared and delivered client presentations.
- The success of the Kenmore projects under my leadership resulted in a significant increase in awarded client projects.

### **Designer**

March 2008 – June 2009

- Participated in design roles including concept ideation, user interface development, production asset generation, digital modeling, visual rendering and physical model making.

## **TRANSFORMATIONS FURNITURE**

### **Design and Business Strategy Lead**

January 2014 – January 2015

- Framed business strategy, prioritizing short-term gains with the potential for sustainable long-term growth.
- Developed brand identity communication systems enabling unified messaging across independent sales representative network.

### **Design Research and Business Strategy Consultant**

April 2009 – January 2014

- Conducted qualitative research on habits, preferences and needs within sales network leading to updated communication standards with higher impact and fewer instances of faulty brand strategy communication.

## **GENSLER**

Chicago, IL

### **Industrial Design Intern**

May 2006 – September 2006

- Identified sustainable research topic and developed feasibility and implementation guidelines for gray water capture and purification through living machine system.
- Conducted ethnographic research into college student social systems and outlined potential improvements in higher education architectural standards.

## SKILLS

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### **Analysis & Software**

- Data Analysis & Visualization in Excel
- ArcGIS
- STATA
- Clean Energy Financial Modeling
- Systems Thinking
- Business and Brand Strategy
- Human-Centered Design
- Ethnographic Research
- Adobe Creative Suite
- HTML

### **Communication**

- Strategic Communication
- Distilling Complex Information
- Public Speaking and Presentation
- Presentation Design
- Data Visualization
- Stakeholder Engagement
- Memo Writing
- Storytelling

### **Management**

- Project, Program and Client Management
- Client Acquisition
- Scope of Work Development
- Financial Management
- Team Leadership and Mentoring
- Meeting and Workshop Facilitation