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HIGHLIGHTS

- Designs and ships directly in production code — iterating on live products in collaboration with engineering rather than handing off static Figma files, **shortening the path from idea to shipped feature**
- Systems thinker for **multi-sided platforms** — onboarding, discovery, dashboards, and admin — partnering closely with PM and engineering to turn fuzzy requirements into scalable, build-ready designs

EXPERIENCE

Side Projects — Designer & Builder 2024 – Present

- Designed, built, and shipped **SubRadar** — a Chrome extension subscription tracker — to the Chrome Web Store, designing directly in the running build
- Owned the full stack of decisions: intent-based notification copy, Chrome alarms API, Supabase auth with Google OAuth and magic-link fallback, and three rounds of store-review iteration
- Designed and shipped **Playce** — a gift web app that turns uploaded photos into cartoon-style drag-and-drop jigsaw puzzles revealing a personalized greeting card

Tsari 360 Consulting — Product Designer Apr 2025 – Oct 2025

- Owned end-to-end product design for NJOY, a lifestyle and commerce PWA supporting **400,000+ users**, across consumer onboarding and merchant/admin dashboards
- Built activation and self-discovery flows that drove a **20% increase in user sign-ups**, supporting product-led growth goals
- Integrated AI-assisted flows into onboarding and discovery, **reducing design iteration time by 30%** through prompt-based iteration on the live build

Sahtydz Pharmaceutical — Product Designer Aug 2024 – Jan 2025

- Structured end-to-end workflows for inventory management and multi-role appointment booking across patients, providers, labs, and administrators
- Ran user research and usability testing on high-stakes operational flows, then **translated findings into build-ready designs** across web and mobile in partnership with PM and engineering

Management system space — Product Designer Apr 2023 – Aug 2024

Professional mentorship platform

- Shaped discovery, search, and matching workflows for a professional mentorship product — **reducing mentor discovery time by an estimated 40–60%** through clearer IA, filtering, and ranking signals
- Strengthened **match quality and booking conversion** by refining high-intent request flows based on usability testing

SKILLS

Design Product Design, UX/UI, Interaction, Visual, IA, Journey Mapping, Prototyping, Design Systems

Build Claude Code, Cursor, React, Tailwind, Next.js, Figma MCP, Supabase, Chrome Extensions

Practice Systems Thinking, Product-Led Growth, AI-First Experience Design, User Research, Usability Testing