



Strategic designer with **15+ years shaping service design and UX for top tech and consumer brands**. Recognized for delivering end-to-end solutions that align user instincts with business goals, and for guiding cross-functional teams through research, planning, and development. I specialize in early-stage product definition and bringing structure and momentum to complex projects.

My background blends full-time and project-based freelance consulting—I'm familiar with a wide range of industries, team structures, and problem types.

Currently seeking senior or lead roles with opportunities to steward teams and shape product vision. **Dual US/EU citizen**. Open to remote roles, with a preference for in-office or hybrid collaboration in Europe.

Experience

Staff Product Designer, Chewy 2021-2023

Owned end-to-end design for Autoship, Chewy's \$3B+ subscription platform and retention tool. Led a full service model redesign, coordinating across pods to deliver updated logic and UI. Supported weekly design planning, standups, and designer allocation; partnered with product and engineering leads to align on priorities, capacity, and strategic goals. Advocacy and opportunity framing with adjacent product teams for coordinated business growth.

Product Designer, Facebook 2019-2021 — Freelance

Supported both core News Feed and FB Lite across conversation, access, and context surfaces. Led UX initiatives focused on internationalization, accessibility, and sensitive flows (e.g., logout, data management, reporting) using diary studies and user research. Shaped core News Feed features including metadata optimization, enabling reactions, and launching threaded comments.

Senior User Experience Designer, GoDaddy 2019 — Freelance

Shaped CX strategy for the logged-in customer experience through vision planning, feature prioritization, and stakeholder alignment. Led internal workshops to define opportunity areas and prioritize near-term product directions.

Senior Designer Digital Products, Starbucks 2018

Led service strategy for a digital menu board platform, now rolling out to 10,000+ U.S. stores. Built cross-functional partnerships across internal teams, third-party vendors, and CMS stakeholders. Defined design process and activation roadmap for a complex tech-integrated retail system. Launched cross-department initiatives to ensure long-term operational and creative scalability.

User Experience Strategist, Phinney Bischoff 2017-2018

Expanded and formalized the agency's digital design and strategy offering and service model. Led UX and content strategy for full site redesigns for clients including PerfectServe, BECU, and University Child Development School. Collaborated directly with client stakeholders to align information architecture, content strategy, and user flows with organizational goals for long-term scalability.

Senior Experience Strategist, Rational Interaction 2016-2017

Pioneered the agency's UX/UI practice, defining the department scope and service model. Facilitated cross-disciplinary workshops, aligned client stakeholders on priorities, and defined customer journeys and service blueprints— for clients including Avvo, Microsoft, Kirio, Dotloop. Provided mentorship and goal development to junior team members and guided UX integration across partners new to human-centered design.

Education

Master's Degree, Università di Scienze Gastronomiche, Pollenzo

Multidisciplinary studies in sustainability, quality, culture, behavior change, and systems thinking. Field visits with producers, innovators, and mission-driven organizations.

School of Visual Concepts, Seattle

Course work to expand interactive design and front-end development skills. Returned to serve as teacher's assistant for CSS courses.

Bachelor of Science Graphic Design, The Art Institute of California, Los Angeles

Dean's List for all academic quarters.

'Best of Quarter' award in both graphic design and packaging.

University of California, Santa Cruz

Course work includes art history, film theory and photography.

Skills

UX & Product Thinking: Information architecture, interaction design, journey mapping, prototyping, usability testing, product guidelines, internationalization, navigating trade-offs

Design Leadership: Design planning, capacity management, cross-functional alignment, stakeholder engagement, mentorship, strategic prioritization, process refinement, team rituals & documentation

Methodologies & Frameworks: Service blueprinting, gap analysis, agile ceremonies, design systems strategy, competitive analysis, problem framing & prioritization, accessibility standards

Tools: Figma, Miro, Jira, Confluence, Creative Suite, Excel, Zeplin, Qualtrics/XM, HTML/CSS familiarity

Language: Fluent English (C2), Fluent Polish (C2), Conversational Italian (A2)