

Senior design research strategist with **8 years experience driving global product strategy and business decisions through deep user insights**. I'm involved in the **full program lifecycle**, from initial scoping and securing stakeholder buy-in, to executing fieldwork and facilitating workshops that turn insights into action. I pair **research rigor with design strategy and a strong visual craft**, building immersive deliverables and executive narratives that tie findings together, align business leaders, and drive decision making. I **operate in ambiguous spaces with autonomy**, relying on cross-functional collaboration to get to the finish line.

EXPERIENCE

Deloitte Digital, Applied Innovation 2019–Present
Engagement Manager – Design Research, Strategy, & Innovation

GLOBAL RESEARCH PROGRAMS

- **Established the mixed-reality (AR/VR) product-market-fit strategy for a major technology organization** by executing a global, mixed-methods insights study on emerging AI-enabled wearables. Executive leadership championed the findings as a mandatory internal reference.
- **Drove a core search-model change shipped to 2B+ users** by leading a consumer and creator insights study for a major video platform that defined what makes search equitable and inclusive. Methods included a 220-person diary panel, focus groups, and a co-creation residency with the platform's creators.
- **Drove global benefit expansions and strategic policy changes** by leading a three-year, 12-market research partnership (executed as one major study annually) investigating sensitive employee health journeys, specifically navigating loneliness, cancer care, and preventive medicine.
- **Unlocked dedicated budget and reshaped the product roadmap** by leading a global accessibility study (n=10,000+) to identify smartphone barriers and validate inclusive concepts for older adults and people with disabilities.

PRACTICE GROWTH & BUSINESS DEVELOPMENT

- **Expanded enterprise engagements into multimillion-dollar retainers** by owning the end-to-end scoping of global research proposals, spanning methodology, vendor management, and pricing, to win long-term strategic partnerships.

TEAM LEADERSHIP

- **Scaled research capabilities across onshore and offshore teams** by launching an Applied Innovation Accelerator and monthly training programs focused on elevating methodological rigor, strategic output, and executive storytelling.

EARLIER

Procter & Gamble, Corporate Design 2018
Supported the global Design mandate to bring design in-house by auditing design maturity across business units (fabric, home, and feminine care) to identify gaps and justify a centralized design function.

Hasbro, Global Gaming & Product Development 2017–2018
Ran moderated playtesting sessions with youth and adults across the preschool and adult gaming portfolios (including titles that shipped to Target, Walmart, and Amazon) to guide product development and inform brand and packaging decisions.

METHODS

QUALITATIVE
In-depth interviews (IDIs) · ethnography & in-home immersion · diary studies · focus groups · co-creation workshops · moderated usability testing

MEASUREMENT & QUANT
Survey design & analysis · segmentation · product & experience testing · measurement frameworks & KPIs · competitive benchmarking · mixed-methods integration

APPLIED
Consumer insights · human-centered design · taxonomy & framework design · concept development & validation · positioning & prioritization · opportunity framing & journey mapping · workshop facilitation · executive storytelling

DESIGN
Visual storytelling · information design · stimulus & prototype design

TOOLS

AI
Claude Code · Claude · Gemini Tools

DESIGN
Figma · Adobe Creative Suite

PRODUCTIVITY
Microsoft Office · Google Workspace

DOMAIN EXPERIENCE

Media & entertainment · consumer technology · health & life sciences · financial services · gaming · CPG

EDUCATION

University of Cincinnati
BS, Communication Design
College of Design, Architecture, Art & Planning (DAAP)