

Key Skills

Experienced in end-to-end human-centered and research-led innovation processes to discover, define, and deliver disruptive product and service concepts for Fortune 100 companies.

- Managing end-to-end research for internal startups at Munich Re Americas, including planning, recruit, moderation, and analysis from exploratory customer need identification and product definition, to design testing and go-to-market strategy.

Lead consumer research and strategic planning to identify and translate consumer truths into strategic opportunities and design recommendations.

- Led the design, execution, and delivery of marketing, product, and user experience research, including key consumer need states, segmentation, pain points, and opportunities for consumer gamers, to inform and align strategies across Samsung's mobile, PC, and consumer electronics divisions.

Provide strategic direction in the planning, design, and delivery of consumer products and experiences.

- Led a collaborative team of researchers, architects, and designers in the brand development and experience design of [Brightline](#) train cars, seats, and services – a new travel experience from Miami to Orlando, Florida.

Professional Experience

Bionic Solution, New York

Contract Insights Strategist; 2020 — Present

Leading consumer research, insights development, workshop design, and online engagement experiments for internal start-up and innovation teams at Proctor & Gamble, TD Ameritrade, Munich Re, Union Pacific, and others.

Now What Research, Brooklyn

Senior Insights Strategist; 2018 — 2020

Contract Insights Strategist; Present

Lead teams designing and executing human-centered, ethnographic consumer research to drive product innovation, positioning, brand strategy, marketing, and cultural insights projects for global brands and businesses.

Planned and designed qualitative and quantitative research, lead innovation labs and client work-sessions, moderated interviews and consumer groups, and provided project leadership and oversight.

Owned and delivered the creative and strategic project vision to deliver insights and opportunity recommendations for clients including Netflix, ESPN, Instagram, Novo Nordisk, Aetna, Samsung, Hershey, and Beam Suntory.

LAB at Rockwell Group, New York

Head of Strategy; 2014 — 2018

Firm Associate; 2015 — 2018

Lead the design, development, and realization of innovative, brand-driven experiences, products, services, and interactive activations for clients in the hospitality, transportation, entertainment, and technology industries.

Member of the studio-level leadership, responsible for long-term vision, business development, and staffing.

Previous Experience

Siegel+Gale, New York; *Project Manager*; 2013 — 2014

Leo Burnett Agency, Chicago; *Production Intern*; Summer 2012

Thomas Phifer and Partners Architects, New York; *Designer and Project Manager*; 1999 — 2010

Education

Master of Arts, Industrial Design, 2012

Master of Arts, Design Management, 2012

Savannah College of Art and Design,

Savannah, Georgia

Bachelor of Arts, Art History, 2006

Union College, Schenectady, New York

Minors: History and Studio Fine Arts

Awards: Dean's List; Delphic Honor Society