

EXPERIENCE

Product Manager | *PBS News*

March 2025 – Present

- Roadmap CMS transition and redesign of PBS News site and oversee the software engineering team's completion of development stages.
- Establish a digital analytics tracking system for newsletter subscribers and online donors using Google Analytics and Excel.
- Design website assets, data visualizations and products using Illustrator, After Effects, Figma and Datawrapper for digital, broadcast, fundraising and education teams, reaching 9M+ unique users monthly.

Associate Product Manager | *PBS News*

July 2023 – March 2025

- Spearheaded the redesign of 30+ new templates for our website, social and video content after the PBS News rebrand, resulting in up to a 100% increase in engagement.
- Streamlined the distribution of our revamped design assets across our broadcast and digital teams using Figma and OneDrive.
- Conducted and analyzed 30+ user tests in Google Sheets for the new PBS News website.

Roy W. Howard Fellow | *PBS News Hour*

July 2022 – July 2023

- Produced web pages, digital stories, graphics and data visualizations on the 2022 midterm elections and the prevalence of election deniers running for office.
- Designed desktop and mobile UI prototypes and 8+ user flows for interactive stories using Figma, resulting in a 20% increase in user engagement.
- Updated social and email newsletter design to improve user experience – based on analytics collected from A/B testing – by refining visual hierarchy, typography and color.

Digital Designer | *Howard Center for Investigative Journalism*

June 2020 - June 2022

- Animated 3 motion graphics on the Elaine Massacre, evictions, and public housing using After Effects, Premiere Pro, Illustrator, Photoshop and Procreate.
- Developed website branding and 10+ user flows using Figma and XD for the Nowhere To Go and Printing Hate investigations.

Data and Graphics Reporter | *Capital News Service*

August 2021 - December 2021

- Designed graphics, maps, data visualizations, animations and web pages for CNS stories.
- Facilitated 2 newsroom trainings on website development and production.

EDUCATION

B.A. Journalism | *University of Maryland, magna cum laude*

May 2022

- Outstanding Undergraduate Student, *Philip Merrill College of Journalism*
- Punch Sulzberger Innovator of the Year, *News Leaders Association*
- IRE Medal, *Investigative Reporters and Editors*

Product Manager Certification™ | *Product School*

June 2023

SKILLS

Product Management: Trello, Notion, Google & Microsoft Suites, A/B testing, Roadmapping, Cross functional team coordination, CMS ownership, ChatGPT, User research, UX optimization

Design: Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro), Figma

Data & Development: HTML, CSS, SaaS, JavaScript, jQuery, WordPress, Wagtail, GitHub, R, Datawrapper, Carto, Flourish, ggplot, OpenRefine, Tabula