

STUFF
THAT MAKES ME QUALIFIED
TO WORK FOR YOU

STUFF
THAT MADE MY PARENTS
PROUD

STUFF
THAT MAKES ME
ME

EXPERIENCE

- GOFUNDME** | Senior Content Designer, Nov 2025 – present
- Lead content design for fundraiser management and other projects
 - Created content design agent in ChatGPT and Slackbot for unstaffed projects
 - PM says I “expanded [his] idea of what a content designer can be”
- EBAY** | Contract Content Designer, July 2024 – Nov 2025
- Staffed to key projects on Seller Experience team including revamp of key seller surfaces, AI integration in chat, improved listing tools, and more
- DOORDASH** | Contract Content Designer, Feb 2024 – July 2024
- Filled in for FTE on major Dasher app projects
 - Advocate for terms standards and user centricty
- INSTACART** | Senior Content Designer, May 2020 – Feb 2024
- Second CD hire; helped grow CD team from 2 to 15 in 18 months
 - Led development of standards, documentation, team wiki, internal content summit
 - Led content strategy for zero-to-one features in customer and shopper apps relating to discovery, payments, stickiness, and more
 - Content lead for revamped Shopper signup page in coordination with PMM
 - Winner of hackathon and team impact awards
- THUMBTRACK** | Content Designer, Sep 2019 – Apr 2020
- Lead content designer for pro (SMB) side of marketplace
 - Projects including native and web UX for new user onboarding and zero-to-one features, as well as landing pages and emails
- EARNEST** | Senior Writer & Creative Lead, Nov 2015 – Sep 2019
- Writer for all UX and marketing copy for student loan startup
 - Created 100s of emails, ads, and landing pages; led content strategy for UX flows
 - Managed freelance designers and vendors

SKILLS

Software: Figma, ChatGPT, Adobe Creative Suite, Google Suite
Linguistic: Stellar speller/grammar guru

University of Georgia Honors Program, Athens, GA
Graduated summa cum laude in May 2007
ABJ degree with advertising major, German minor

Creative Circus
Copywriting program, 2007-2009
Best in Show award and 2X Best Copywriting award

Being editor of my high school newspaper and getting a 1560 SAT score

I love learning, and spend lots of time browsing Google Maps and Wikipedia
I’ve backpacked solo in ~60 countries
I speak fluent German, conversational Spanish, and travel French
I enjoy tennis, reading, guitar, photography, art, and salsa dancing
I collect maps, minerals, and stereoviews
I competed on TV with my high school trivia team and online in Learned League