



EXPERIENCE

Hewlett-Packard

Product Manager, HP MagCloud

Palo Alto, CA
December 2012 – present

- Product Owner of MagCloud.com and the MagCloud iPad application
- Define long-term business roadmap with General Manager and Marketing Director
- Maintain and prioritize backlog based on feedback collected internally and from customers
- Collaborate regularly with design and development teams to plan 3-week sprint cycles
- Coordinate testing, marketing and support requirements for the release of new features
- Managed the development of a bookmarking feature in the MagCloud iPad app (released July 2013) and a new site header and page structure on MagCloud.com (released Oct 2013)

Marketing Manager, HP MagCloud

March 2011 – present

- Design, test and send monthly HTML email newsletters to MagCloud users via MailChimp
- Compose blog posts for the MagCloud Blog on publication design and inspiration via Wordpress
- Monitor and interact with customers on social media channels, including Facebook, Twitter and Google+
- Produced 7 videos from conception to completion, increasing site traffic from video channels by 600%

Community Manager, HP MagCloud

May 2008 – March 2011

- Provided high-level customer support for issues involving PDF design
- Led the troubleshooting of color, font and file problems on orders printed with HP Indigo digital presses
- Designed publication mockups for potential MagCloud customers
- Drove the implementation of a new PDF Autofix feature and improved Help section with software-specific PDF design instructions and templates, decreasing the number of related support cases by 32%

Freelance Graphic Designer

Coronado Lifestyle Magazine

Palo Alto, CA
March 2013 – July 2013

- Designed a new website to digitally display issue and blog content for a bimonthly community magazine
- Implemented the site design using CSS and PHP on a Wordpress platform at www.lifestylemags.com

Coronado Rotary Club

January 2008 – March 2013

- Designed the logo, registration, and advertising materials annually for the Low Tide Ride & Stride fundraiser

Stanford Design Group

Graphic Designer

Stanford, CA
July 2006 – May 2008

- Collaborated with Creative Director in all stages of the design process, including meeting with clients, putting together mock-ups and proofing final designs
- Led the design of a range of projects, including the layout of the *Unofficial Guide to Stanford*, the design of department websites, and the shirt design for the 2008 Stanford Sixth Man Club

EDUCATION

Stanford University

BS, Science, Technology and Society

Stanford, CA
September 2002 – June 2006

- Dual concentration in Product Design and Human Physiology
- Minor in Art and Architectural History
- Member of the nationally-ranked Varsity Women's Lightweight Crew team, 2002 to 2004
- Studied abroad in Florence, Italy in the Spring of 2005

SKILLS & INTERESTS

- Software: Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher, OneNote) and Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Flash, Dreamweaver)
- Web Services: Google Analytics, MailChimp, Salesforce, FogBugz, Basecamp, Asana, Trello, WordPress
- Proficient with HTML and CSS, familiar with JavaScript and PHP
- Avid cook, amateur photographer, recreational runner, and interior design enthusiast