

SUMMARY

With over 10 years experience in user-centric design and strategy, my approach centers around problem-solving, translating complex business requirements into intuitive, frictionless experiences that make an impact. I partner with stakeholders to gather product requirements, collaborate with engineering teams to plan sprints and refine user stories, and support design teams by removing blockers to optimize the design process. I have a proven track record of driving innovation across Healthcare, FinTech, Entertainment, and Ecommerce. I'm an advocate for servant-leadership, fostering team empowerment and self-organization.



Tools

Figma, FigJam, HTML/CSS, Dreamweaver, Photoshop, Illustrator, InDesign, Jira, Miro



Skills

End-to-end design process, user research, user feedback, user flows, site maps, wireframing, low-fidelity comps, Hi-fidelity UI designs, prototyping.



Engagement

Stakeholder feedback, engineering refinement, sprint planning, design reviews



Leadership

Servant-leadership, user advocacy, mentorship, coaching, career development

EDUCATION

Bachelor of Arts, Visual Arts

University of San Diego / 2002 – 2006

CERTIFICATIONS

Intro to AI Product Design

ELVTR / Mar – May, 2024

EXPERIENCE

Innovation Refunds

Senior UX Design Manager

Jun 2023 – Mar 2024

- Led end-to-end product design process, leveraging human-centered methodologies to optimize customer experiences, reduce user pain points, and increase conversion times.
- Delivered zero-to-one product MVP for user dashboard, integrating third-party tax monitoring software, 2FA, and lending services for over 8,000 customers.
- Managed a team of 3 UX designers, 2 interaction designers, and 2 technical writers, providing mentorship and fostering team culture.
- Partnered with cross-functional team leads to plan and prioritize business targets and ensure on-time shipment of products.
- Successfully implemented Agile framework within product department, conducting sprint planning sessions, daily stand-ups, design reviews, and retrospectives to foster greater team collaboration.

Senior UX Designer

Sep 2022 – Jun 2023

- Automated and designed tax credit application process by enabling customers to easily connect third-party payroll software, servicing over 20 industry-leading providers.
- Developed and deployed design system for suite of branded products.
- Designed POC for new and disruptive fintech products, conducting user interviews, developing user personas, and designing hi-fi prototypes for stakeholder feedback.

Metagenics, Inc.

Senior Manager, Design & Brand

Mar 2021 – Sep 2022

- Designed mobile-first B2B2C ecommerce platform enabling practitioners to make nutritional recommendations with a focus on greater patient adherence and outcomes.
- Headed a multidisciplinary team of UX designers, package designers, and digital marketers.
- Successfully digitized our company brand book, allowing global commercial departments to more efficiently share resources and maintain brand consistency.
- Functioned as Product Owner to a cross-functional commercial team to drive initiatives aimed at testing new ecommerce product enhancements.

Manger, Digital Projects

Apr 2016 – Mar 2021

- Led a team of 4 designers focused on enhancing ecommerce experiences to drive patient adherence and improve protocol outcomes.
- Increased ecommerce subscription sales by 200% by redesigning product pages, based on heuristics and industry-standards.
- Implemented a company-wide, Agile transformation to refocus commercial teams into Spotify-model framework.

UI/UX Designer

May 2013 – Oct 2015

- Created all design deliverables in the product design process (wire-frames, mock-ups, documentation) aimed at improving our e-commerce experience.
- Directed off-site software engineering teams to develop e-commerce feature enhancements.

Distribution13 / Front-end developer

May 2010 – May 2013

SoftVu, LLC / Interactive Designer

Jan 2009 – Feb 2011

Sounden Studios / Graphic Designer

Jan 2007 – Mar 2008