

Overview

I'm a product designer with 10+ years experience specializing in human-centered solutions. Skilled in transforming complex directions into intuitive user experiences to ensure on-time, zero-to-one product shipment to achieve business objectives. Partner with cross-functional teams to refine product requirements, remove blockers, and optimize the design process. Adept at leading teams to foster team empowerment and promote autonomy in decision-making within Agile environments.

My mantra is always, *fall in love with the problem, not the solution*. I believe that the greatest solutions are achieved when we can truly empathize with the user's needs.

Expertise



Process

Requirements gathering, research, user journeys, wireframing, prototyping



Tools

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



Engagement

Stakeholder feedback, engineering refinement, sprint planning, design reviews



Leadership

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

Education

University of San Diego / 2002 – 2006

- **Degree:** Bachelor of Arts, Visual Arts
- **Concentrations:** Visual Communications, Painting

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 UX designers, interaction designers, and 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 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.
- Led a multidisciplinary team of UX designers, package designers, and digital marketers.
- Successfully led an effort to digitize 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 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.
- Was instrumental to a company-wide, Agile transformation to refocus commercial teams into Spotify-model framework.

UI/UX Designer / May 2013 – Oct 2015

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

Distribution13 / Front-end developer / Mar 2010 – May 2013

SoftVu, LLC / Interactive Designer / Jan 2009 – Feb 2011

Sounden Studios / Graphic Designer / Jan 2007 – Mar 2008