

## Senior User Experience Product Designer

### User Experience Design – Product Design, Strategy and Planning

User Centered Product Design  
Discovery, Research and Testing  
UX Strategy  
Design Systems  
Machine Learning (AI)  
Project Planning  
Senior Visual Design (UI)  
Interactive Prototypes  
Responsive Design  
SaaS Platforms  
Web Applications  
Native Mobile Application  
e-Commerce  
Consumer Facing  
Multi-Channel Environments  
10' Immersive Experiences  
Big Data Visualization  
509 Compliance & Accessibility

Strategic leadership, analytical, highly adaptable, hands-on Lead UX product design manager and contributing professional with over 15 years of experience in designing, strategizing, planning, testing, researching, deploying, and evaluating software aimed at enhancing user experience and journey across all devices, mediums, and platforms. Implementing and managing Design Systems along with machine learning (AI) integration and product design.

Deep expertise in the methodology and skills required in the UX discipline to provide daily direction in the end-to-end user experience design across all digital channels in a variety of contexts to ensure intuitive easy-of-use, responsive and accessible for use and intent.

Successfully demonstrated the design, coordination, and oversight of more than 30 high level UX/UI consulting projects, including Microsoft, Amazon, Boeing, Verizon, and Liberty Mutual Insurance, Charles Schwab, ZoomCare to name a few.

Thrives in a fast-paced environment with the ability to juggle multiple projects in different phases of design and development project cycle.

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## PROFESSIONAL EXPERIENCE

**ZOOMCARE.COM**—Remote

April - Sept 2023

### Lead User Experience Product Designer

DESIGN SYSTEM FOR HEALTHCARE MANAGEMENT PORTAL

Lead the vision, strategy, road mapping, build and implementation of Zoomcare's Design System. Which housed UI and dev components, icons, language & interaction patterns across mobile and desktop.

- Worked with the UX Director, Solution Architects and Product Designers to identify the highest impact areas to work on, help brainstorm, build & validate design solutions taking into account quantitative and qualitative data
- Built and maintained design components
- Worked with UI Engineers to understand constraints, build or handoff designs, or run design QA
- Planned, cleaned, and re-structured our Figma libraries so they're complete and easy to use for designers
- Collaborated with Product Designers to share library updates, provide/receive feedback, share best practices, and maintain a cohesive experience in the product
- Collaborated with the Brand Design team to ensure Brand & Product consistency and constantly thinking about evolution
- Contributed to documentation

**INTENTIONAL UX LLC**—Hybrid/Seattle

Sept 2022 – April 2023

### Sr. User Experience Product Designer

NDA – Mobile Application for AI Crypto Currency Wallet

### Lead User Experience Product Designer

THRED – NFT CRYPTO CURRENCY COMMUNITY PORTAL

Worked on this startup's portal solution for the NFT Crypto Currency Community. I helped to move the portal over into a design system using bootstrap and then transitioning their design tools over to Figma. This allowed for a quicker transition

into componentized design solutions and making the portal responsive. I also created new templated design solutions, artifacts, identified personas and streamline the design to development process flow.

**JUDGE CONSULTING GROUP LLC—Remote**

July 2021 – July 2022

**Lead User Experience Product Designer**

CHARLES SCHWAB AND TD AMERITRADE - DIGITAL BANKING TEAM RESEARCH AND DEVELOPMENT – PLEDGE ASSETS LENDING (PAL)

Worked in the financial field for Charles Schwab's Digital Banking team. Specifically, I was working with an existing lending team to help strategize, design, and develop a next level client experience at Charles Schwab Digital Banking. Building upon current lending functions I am helped reimagine a new digital loan experience that will integrate into Schwab's existing lending systems, meet the retail and advisor client's needs. With the goal of becoming the easiest bank to do business with. Reducing the current turnaround time for a loan decision of anywhere from two weeks to three months down to an almost immediate decision. As of the last iterations we have streamlined the process for straight through application decisions to three days to one week. Our next iteration efforts are set to streamline that process down to almost immediate decisions for straight through applicants.

- Provided design leadership
  - Set expectations with the project team and prioritize activities
  - Created and maintained design schedules
  - Communicated status and agreements with project team
  - Reviewed work with stakeholders and senior leadership, kept them updated on project status and escalated items appropriately
  - Directed and managed junior through senior designers
- Supported and engaged with a set of users who rely on our products to manage their financial lives and client's lives
- Balanced the functionality against complexity on a highly visible platform which serves millions of advisors and retail customers
- Facilitated collaborative design thinking sessions with cross-functional teams that include sketching and ideation
- Led design reviews and drove decisions
- Effectively sold design solutions to partners through design storytelling and by demonstrating trace-ability in the design thinking.
- Represented the research and development design team brand, and delivered a consistent design process to partners
- Visualized ideas in a clear form (Sketch, Figma, Axure, Mural, Visio, user-flow diagrams, wireframe and/or prototype) and provided appropriate level documentation
- Modeled design expertise and execution
  - Created design systems that allowed for expedited wireframes and cross collaboration with content design
  - Conducted primary design activities, created deliverables and conducted QA at an expert level
- Participated and supported research efforts
  - Strategically listened to feedback and helped guide the delivery
  - Researched and understood the user needs to be able to impact how our users do business with Schwab
- Accessibility Champion Team Representative

**FILTER DIGITAL, A MERKLE COMPANY (INTERNAL DESIGN TEAM)—Seattle, WA**

2020 – 2021

**Product Lead Designer**

T-Mobile and Sprint Customer as well as Retail Care

- Designing data visualization for web and native applications across the internal customer care representatives as well as the retail store solutions groups
- Supporting both Sprint and T-Mobile telecoms customer care solutions teams to keep them up and running through a company merger as well as a pandemic
- Creating Covid-19 design solutions and migrating tools for Sprint customers to become a new T-Mobile customer
- Worked on AI solution for the customer care team that allow real time data points to be detected from voice recognition during customer care calls
- Created, managed and aligned a component library across the various web and native applications
- Created responsive interactive and native mobile solution designs using UXPin

**AQUENT —Bellevue, WA**

Microsoft Power Platform

2018 -2020

**Product Lead Designer (Promotion)**

Microsoft Power Platform Business 360 and Office Data Integrations (DI)

- 50% Managing operations for the design and user experience needs for data integrations

- Managing the product
- Design resources (up to 4 designers, 1 researcher, various content designers)
- Supporting 10 plus product owner / managers
- 50% User Experience and Interactive Design
- Data Integration is the product line that is responsible for how data is used and brought into the Power Platform suite applications as well as some Azure tools and Excel
- Managed projects and deliverables in Microsoft Devops

### Senior Product Designer Level 3/User Experience Designer

Microsoft Power Platform Admin Center (PPAC), Dynamics 365, Power Apps, Power BI, Flow and Power AI

- Unifying the Admin experience across all products in the Power Platform Admin Center enterprise suite
- Creating responsive interactive design solutions using Figma
- Designing a unified component library with alignment across all products in the suite
- Designing for machine learning solutions (Artificial Intelligence)
- Designing solutions with 509 compliance and accessibility standards
- User Testing with prototypes created in Figma
- Furthered my education and expertise in Microsoft Dynamics 365 and Power Platform Administration

SEATTLE FACEBOOTH, LLC—Seattle, WA

2012-2020

### Founding Partner/New Product Development/Product Manager/Designer

Dedicated entrepreneur with an excellent grasp of the design thinking and prototyping process through stellar interaction skills and visual skills combined with a deep understanding of design principals and industry trends intended to help shape the future by creating world-class products.

- Managing up to 15 photographers for various projects from photo booths to photo shoots
  - Scheduling
  - Training
  - Trouble shooting
- Developed, restructured, and implemented graphic design, corporate identity, website design and development.
- Successfully achieve corporate goals through exceptional use of Hardware User Experience Product Management Engineering.
- Built and re-engineered 3 different styles of photo booth and photo entertainment set-ups.
- Re-engineered the photo booth hardware and software UX for the operators and guests.
- Created a consistent operational experience for the photo booth operators across 3 different styles of photo booths.
- Currently re-engineering several digital kiosks for event presentation, lead generation and social media marketing

AMDOCS—Seattle, WA/International

2018

### UX Manager for North America / Business Development

Senior member of the international design, business development strategy, execution team, collecting, documenting user requirements, facilitating and leading user interface design, advocating for the user throughout the development process, and testing and evaluating user interfaces. Notable & fully satisfied clients include: T-Mobile, Comcast, AT&T, Sprint, etc.

- 60% Managing
- 5 shared designers in Ireland, 2 shared designers in Israel, 2 front-end devs in Seattle, various client design resources
- Expert Proficiency in UX Design, Research and Strategy for Responsible Design Sites, Mobile applications and companion application experience.
- Delivered end to end solutions including visual Design collateral for Print, downloadable PDF and online solutions.
- Represented the UX and design services for sales and continued services for Amdocs with current and prospective clients.

GORILLA UX LLC/URBAN GORILLA LLC—Seattle, WA/Nationally

1999-2018

### Senior User Experience Specialist/Business Development

Core member of the strategy, business development, design, execution team, collecting, documenting user requirements, facilitating and leading user interface design, advocating for the user throughout the development process, and testing and evaluating user interfaces. Notable & fully satisfied clients include: Microsoft, Amazon, T-Mobile, Chase Bank, Eddie Bauer, Blue Cross/Blue Shield, many digital design agencies all over the country.

- **Strategy and Planning:** Process the vision of a solution that needs to be validated with real potential customers to prove that it's desired in the marketplace. Determine how we are going to approach and scale our execution of the strategy.

- **Client Service:** Deliver elite customer service through responsive interfacing, problem assessment, prompt determination of corrective actions and comprehensive follow-up.
- **Project Management:** Integral participant in cross-functional troubleshooting of complex systems, software, applications and programs; deliver recommendations for solutions and improvement.
- **Hands On:** Work on wire framing, journey mapping, interactive prototypes, discover and research, persona creation, taxonomy, user interviews, user testing, brainstorming sessions, interactive design and high-fidelity designs.
- **Collaboration:** Work with the development team to follow a user-centered design approach as you work collaboratively to brainstorm and design innovative solutions to complex problems.
- **Leadership:** Make recommendations to team members about which usability methods to use to answer their questions about users and design directions based on projects' needs, goals and constraints.
- **Streamlining Processes:** Run usability tests, conduct interviews and site visits, organize surveys, and perform other usability assessments as appropriate.

**Wire Stone LLC now an Accenture owned company** - Seattle, WA

2015-2016

### **Senior User Experience Designer / Business Development**

Experienced continued success, demonstrating expertise in user research, interviews and surveys, and information to create sitemaps, wireframes and prototypes enhanced by strong analytical abilities, backed by technical skills.

Clients include: Hewlett Packard, Boeing, Motorola, Microsoft, and Carbonite.

- Represented the UX services for sales and continued services for Wire Stone with current and prospective clients.
- Ensure organizational success through skills proposal writing, client sales meetings, and business development operations.
- Proficient in UX Design, Research and Strategy for Responsible Design Sites, Education Games, Mobile applications and companion application experience.

## **MICROSOFT CONSULTING PROJECTS (2009 – 2020)**

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### **Microsoft Power Platform Admin Center, Data Integrations, Business 360, Dynamics 365, Power Apps, Power BI**

Product Lead Designer & Senior User Experience Strategist/Interaction Designer – Consultant

- Creating and managing component library and alignment across all products in suite
- Created responsive interactive solution designs using Figma, Adobe XD and Sketch

### **Microsoft Online Store and Microsoft BizSpark**

Senior User Experience Strategist/Interaction Designer – Consultant

- Implementing User Experience Solutions using the Microsoft Web Framework (MWF)
- Created responsive interactive wireframe prototypes

### **Microsoft Channel Incentives Big Data Dashboard**

Lead UX Strategist Principal Practitioner- Consultant

- Redesigned the Channel Incentives Big Data Dashboard Online Portal
- Used the GMO and MPN Design Guidelines
- Created an Interactive Prototype using Axure

### **Microsoft Xbox One APPS**

Senior User Experience Strategist/Integration Designer – Consultant

- Responsible for driving the 3<sup>rd</sup> Party Application experience with MS partners and 3<sup>rd</sup> party partner vendors
- Designed and managed the New Design/UX Guidelines for Xbox One 3<sup>rd</sup> Party Applications
- Directed and managed junior UX designers and copy writer/editor

### **Microsoft Partner Incentives Program Big Data Dashboard Design**

User Experience Director–Consultant

### **Microsoft Xbox 360 and Windows Mobile Phone Apps**

Senior User Experience Strategist / UX Producer

### **MicrosoftStore.com**

UX Strategist–Consultant

## **HIGHLIGHTED CONSULTING PROJECTS**

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**Guardian Data Systems** | Senior User Experience Designer, Consultant | Vancouver, WA | 1.17 - 7.17

- Created interactive wireframe prototypes, conducted work sessions, produced IA collateral.
- Re-architected and re-designed a new experience for their POS system.

**Launch Consulting** | Senior User Experience Designer and Biz Development, Consultant | Seattle, WA | 9.16 – 2.17

*Client Projects: Microsoft BizSpark*

- Implemented User Experience Solutions using the Microsoft Web Framework (MWF)
- Created responsive interactive wireframe prototypes
- Proposal Writing, client sales meetings, other business development operations

**Possible Digital Agency** | Senior User Experience Designer, Consultant | Seattle, WA | 7.16 – 9.17

*Client Projects: Flor (<https://www.flor.com/design-studio/>), Microsoftstore.com*

- Reverse architecting an IOs & Android application to a responsive web design tool
- Creating a responsive tool solution for Flor which allowed customers to design their own rugs
- Implementing designs solutions for the Microsoft Store using Microsoft Web Framework (MWF)

**Smart Tech** | Senior User Experience Designer and Researcher, Consultant | Seattle, WA | 5.15 – 8.15

- User Testing, research, and gamification for Smart white boards

**Zetec** | Lead UX Strategist Principal Practitioner, Consultant | Snoqualmie, WA | 10.14 – 2.15

- Worked on the re-architecture for a responsive web solution experience for the Zetec Brand.

**Liberty Mutual/Safeco Insurance** | Lead UX Strategist Principal Practitioner, Consultant | Seattle, WA | 6.14 – 11.15

- Lead the UX consulting and deliverables on the underwriters' decision process online portal tool

**The Garrigan Lyman Group** | Senior User Experience Architect | *Client Projects: T-Mobile, Philips, Microsoft, and GLG* | 8.12 – 2.13

**Verizon** | Principal Senior User Experience Designer Architect, Consultant | 4.10 – 1.12

**Amazon Supply** | Principal Senior User Experience Designer Architect, Consultant | 6.09 – 4.10

## EDUCATION AND CERTIFICATIONS

DEPAUL UNIVERSITY

**BA/MS Candidate, Human Computer Interaction/Computer Science**

Dean's Academic Scholarship | National Honors Society | Early Master Level Studies

ILLINOIS INSTITUTE OF ART

**AAS, Computer Technology/Computer Animation**

Honors Graduate

### Certifications/Training

AI Product Design and Integration Training

Crypto currency and NFT Training

Human Transformational Coaching and Facilitator Training

Product Manager Certificate

Blockchain Technology Certificate

Mobile Application Design Certificate

Microsoft Dynamics 365 Administrator Certificate

Accessibility and 508 compliance Certificates/Training (through Microsoft, T-Mobile, and Charles Schwab)

Mindfulness and Law of Attraction Coaching Certification and Training

Many other certifications and training

## TECHNICAL SKILLS

Figma, Sketch, Invision, Axure RP, UXPin, Adobe XD, Zeplin, Mural, Miro, Omnigraffe, Visio, Adobe Creative Suite, Illustrator, Photoshop, InDesign, MS Office, MS Share Point, Jira, MS Power Platform, Dynamics 365, Power Apps, Power BI, IT Admin for: Office 365, the Power Platform and Dynamics 365