



Driven, enthusiastic designer committed to solving problems, meeting deadlines and exceeding client expectations. Creator of fresh ideas that maintain consistent, effective, and simple themes. Conceptual thinker possessing a strong work ethic and high standards.

Skills / Tools

User experience	Design thinking	Data visualization	Branding / Design systems
UX research	Product design	Art direction	Product management
User testing	Visual design	Product strategy	Front-end coding
Sketch / Figma / UXPin	Mural / Miro	Zeplin / Sublime Text	HTML5 / CSS
Invision / Axure / Justinmind	Photoshop / Illustrator	Adobe / Google Analytics	Keynote / Powerpoint

Experience

Product Experience Design Lead, Johnson & Johnson **September 2021 - Present**

Responsible for the overall experience design of two high-priority internal Finance team products.

Deliver end-to-end, user-centric design, from strategy to concept iteration to validated product increment.

Lead a design team to execute well-thought-out, on-time, user-centric output via dual-track agile.

Run qualitative research initiatives to inform product design decisions for two aforementioned products.

Regularly collaborate with stakeholders and business leadership to facilitate product growth.

Senior Design Consultant, Capco **October 2018 - September 2021**

Played a significant role in the strategy, storyline, and design of 10 RFP proposals; 5 of which were won, procuring income and developing client partnerships with the firm.

Authored the Agile adoption process facilitated training courses to prepare participants for PSM1 exam.

Developed a reusable user testing guide that was adopted, firm-wide.

Various projects:

Morgan Stanley—FID Trading Desk Recruitment Tool

Strategized the experience and design of and coded the front-end experience for Morgan Stanley's first online employee recruitment management tool.

Silicon Valley Bank—Digital Retail Experience

Co-designed a future state user journey and 50+ screen high-fidelity prototype in 1 week with 5 designers in order to help visualize the future state vision of a banking offering for start-ups and small business owners. This led to a multi-million-dollar project and client partnership.

Morgan Stanley—Alternative Investments Team Training Videos

Led and provided design oversight for a video production team of 4 to create 21 high-quality, animated, training videos on a tight timeline.

Managed client communication and expectations to ensure all stakeholder input and approvals from 6 client teams were simultaneously accounted for within planned timelines.

The Co-Operators—Digital Wealth & Advisory Offering

Designed and created multiple user journeys and accompanying responsive prototypes made up of 129 screens to demonstrate the possibility of the future state journey.

Conducted competitive research and 9 user interviews across 2 persona groups to help identify concepts and values that should be brought into the future vision.

Developed internal storytelling assets for client stakeholders to leverage when discussing funding for the future vision in executive conversations.

Morgan Stanley—Securities Settlements Dashboard

Interviewed stakeholders and like-clients in 2 rounds to gain an understanding of existing problems, possible solutions and overall landscape.



Senior Design Consultant, Capco *(continued)*

October 2018 - September 2021

Used data visualization techniques to design communications and concept dashboards which solved the bank's problems in an innovative, visually engaging way

UBS—Digital Cards Experience

Designed a digital credit card experience for high-net-worth clients to bring their offering up to parity and determine a mid-term future state vision.

Led design team to create a 53-screen responsive, high-fidelity prototype for the MVP journey that applied brand guidelines in a more innovative manner.

Used data visualization and design principles to create research synthesis decks addressing stakeholder questions, key user feedback and overall program-guiding principles learned.

Huntington Bank—Unified Digital Advisory Solution

Built and led the testing strategy to validate and refine concept designs as well as provide directional guidance to the business with decisions down the line.

Facilitated 29 75-minute sessions across 2 rounds with end clients across 3 persona groups.

Conducted market and user research, facilitated collaborative workshops with the client, and leveraged data to define the integrated value proposition for key personas.

Morgan Stanley—E*TRADE Acquisition Offering

Partnered with the client to design a holistic value proposition for the emerging mass affluent and mass affluent users, focused on a digital-first offering that brings banking and investing together.

UX Designer, eMarketer

January 2016 – October 2018

Led UX strategy around content consumption to renovate and enhance asset experiences.

Proposed and executed a strategy that helped increase product inquiries by an average 34% monthly and raised subscription revenue.

Designed and monetized eMarketer Retail, a new data driven media property focused on the retail industry, and the CMS to power it.

Developed and optimized a strategy for email newsletter communication bringing the number of items a user could receive from around 20/week to half that, while increasing engagement.

Expanded search from a single page with one content type accounted for to a true site search that accounted for all content.

Designed and tested a new content asset type (quiz) and a CMS to manage it which helped achieve company financial goals.

Revamped the internal email newsletter content selection tool which streamlined the process editors had to build newsletter mailings.

Reconstructed the existing internal ad management calendar tool to be able to handle 5x the content it was handling previously.

UI / UX Designer, Dell

November 2012 - January 2016

Shop Team

Redesigned, prototyped, and collaborated closely with dev to launch the new dell.com home page.

Prototyped and usability tested a mobile experience for enterprise users to purchase server configs.

Concepted and coded designs for the ecommerce site and purchase path flow.

Created reusable and responsive site-wide page components in code.

eSupport Team

Built responsive HTML design prototypes that were delivered to the dev team for implementation on Dell.com

Performed the role of lead designer for eSupport's Online Diagnostic Engine work stream.

Redefined the UI as lead designer for the Online Incident Management portal.

A / B Testing Team

Designed multivariate tests for global ecommerce site to increase usability and improve site performance.



Education

University of Central Florida

Bachelor of Arts in Digital Media and a Minor in Spanish

August 2006 - December 2011

Certification

Professional Scrum Master (PSM I) Certification

December 2018

Interests

Ceramics

Extreme travel

Accessibility design

LGBTQIA awareness

SCUBA diving

Hiking

Voice UX / UI

Social equality

Meditation

Disco music

Photography

Study of personality disorders