

I'm a **Product Designer** with over a decade of expertise in creating **user-centric experiences**. I love working with passionate teams that strive to create products that have **solid usability and wonderful visual design**. My primary focus is on the UX and UI design of **native apps, websites, and IOT devices**.

## Product Designer

**TEACHFORWARD** FEBRUARY 2020 - PRESENT

Creating Enterprise Experiences & Solutions for Mobile and Web.

- Increase User Retention from Re-Imagined App Experience by 10%
- Business Strategy, User Research, Wireframing, Prototyping
- Collaborated on new Design Systems for 2 Product Lines
- Implemented an agile project workflow which improved deadlines

## UX / UI Designer

**SCRIPPS RESEARCH INSTITUTE** DECEMBER 2018 - JUNE 2019

Visual & Product Design for Mobile & PWA(Progressive Web App).

- Reduced sign-up completion on core App: 5min to 2.5min
- Improved and expanded feature set of Core Products
- Worked on implementation of a full Design System
- Engage with Devs, PM's, and External Agencies

## Product Designer

**VICTORY TEAM APPAREL** SEPTEMBER 2014 - APRIL 2018

Lead Experience Designer for both Product & Marketing teams.

- Increase User Engagement on Re-Designed Web Experience by 17%
- Data-Driven improvements allowed for company acquisition
- Assisted in the growth and development of team members
- Managed and Analyzed analytic data on all digital touch points

## User Experience Specialist

**SONY** OCTOBER 2010 - MAY 2014

Assisted with User Experiences & Solutions for Web and Mobile.

- Re-Imagined the CTO(Configure-To-Order) checkout UX
- 2 major redesigns which resulted in 2x website visitor growth
- Managed off-shore teams and increased production
- Mentored creative team with company's best practice for UX

## Consultant

**HI CONTROL GRAFIX** 2008 - PRESENT

Please inquire for more info regarding clients and responsibilities.

- Lead Visual Designer | StuccoSupreme LLC.
- Sr. UX / UI Designer | Performance Designed Products LLC.

## DESIGN FOCUS

**Native App Design(ios / Andriod)**

**Web Experiences**

- SaaS (B2C and B2B)
- Checkout/Cart
- Standard B2C Web Experiences
- Premium Landing Pages

**IOT Design (Internet of Things)**

## DESIGN KNOWLEDGE

**User Experience**

- Business Strategy
- Research
- Synthesis
- Wireframe
- Prototype
- IA

**A11Y (Accessibility)**

**UI + Visual Design**

**Interaction Design**

**Motion Design**

**Data-Driven Design**

**Design Systems**

**Creative Direction**

## TOOLS

**Sketch**

**Figma**

**InVision**

**Avocode**

**Zeplin**

**Principle**

**Marvel**

**Adobe CC**

**Pencil & Paper**