



I think differently to lead people to uncharted waters so that we can discover, through shared experiences, the untapped potentials that live within ourselves, and together solve larger problems for our world.

## EXPERIENCE

### Lead Product/ UX Designer

Freelance

*Remote*

*Jan 2020 - Present*

Working on web and mobile products. Leading process change.

- UX enhancements of Desktop product, digital transformation to web responsive and mobile
- Bringing modern design patterns, prototype, user testing and user research to product teams

### Sr. Product Designer

Four Winds Interactive (FWI)

*Denver, CO*

*May 2019 - Jan 2020*

I joined the innovation org in a changing company was because I wanted to work on new platforms.

- I lead the UX design for FWI's highest revenue apps for Hotel signage (5.4 mils revenue per year)
- I work with leadership to deliver design in a fast-pace engineering org, while trying to lay the foundation for research and human centered design principals. (Also mentor Jr. Designers)

### Director of Design

OrthoFi Inc

*Denver, CO*

*Feb 2018 - Feb 2019*

I joined this start-up as they grew and needed to switch from their legacy products into micro-services web & mobile.

- I hired full-stack designers (300% team increased) that resulted in user research and a modern UI for 2019 products
- I upgraded the design team to new softwares and developed a design system to keep all of our product unified
- In an engineer-driven company, I reinforced a design process that includes generative research & user testings. I wanted team to build the right tools for our users, this resulted in 4.5/ 5 NPS from customer feedback

### Sr. Product Designer | Consultant

Pivotal

*Denver, CO*

*Jun 2015- Feb 2018*

Slice of Lime

*Boulder, CO*

Slice of Lime was one of the best agencies in Colorado. Pivotal acquired Slice to enhance their design service offerings. At both companies, I served as a designer and consultant on many enterprise and start up projects.

- I built complex enterprise products for web and mobile that resulted in repeat business with multimillion dollars clients
- I ran user research campaigns and taught our client team design methodologies to find solutions to complex problems
- I traveled and worked with an international team to help bring culture changes to corporate client's internal teams

### UX PM | Product Strategy and Innovation

DirecTV

*Los Angeles, CA*

*April 2013- Oct 2014*

At the time I join DirecTV, they were a 15,000 people org and needed someone with a design background to manage a UX team. I served two roles there, managing a UX team and moving into an innovation team that I felt matched more with my internal mission, to always work with cutting edge technology and forward thinking teams.

- I managed the UX team process and liaison with the rest of the organization: PMO, ENG, and Marketing
- I champion user research methodologies and upgrading our toolkit to industry standard tools: Sketch & Invision
- I was promoted into an innovation team that used "Design Thinking" methodologies to build future products

### Digital Media Producer

LA Design Studios

*Los Angeles, CA*

*Sept 2011- Feb 2013*

After graduate school, I worked in many design studios to produce contents ranging from: Web media, graphic packages, videos, and interactive contents. The industry needed designers that knew how lead to teams

- Produced interactive content for mobile devices to bring new product offerings to our studio
- Lead bi-coastal teams & international teams to deliver graphic packages for omni channels
- Created process and production flow that worked with client schedule and our budget



## CORE SKILLS

**Leading Teams | Designing Products | Conducting Research | Creating Business Strategies**

### Design Tools & Methodologies

- Discovery and User Research
- Sketch, Invision, Abstract, Photoshop, Illustrator, After Effects & Principals
- Physical Design & Research Tool Kits for facilitation
- WireFrame, Prototype, User Testing & User Journey Map
- Building Team and Building Design Process

## EDUCATION

### Savannah College of Art & Design (SCAD)

<u>Masters of Arts</u>	Savannah, GA	Jun 2011
<u>Bachelor of Fine Arts</u>	Savannah, GA	Jun 2006

### Stanford Hasso Plattner Institute of Design (D. School)

<u>Executive Education</u>	Palo Alto, CA	Sept 2014
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### Cooper Corporate Training

<u>Design Leadership Certified</u>	El Segundo, CA	Sept 2013
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## RECOGNITIONS

Bonus Award	Pivotal	2017
Filed for Product Patent	DirecTV	2014
Alumni Scholarship	SCAD	2008
Athletic Awards ( Fencing)	SCAD	2006
Honor Show	SCAD	2003
Merit Scholarship	SCAD	2002

## LEADERSHIP

<b>Lead Organizer</b>	Denver UX	2016 - Present
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- Building one of the largest and most active group of Design professionals in Colorado
- Creating workshop/ panels and opportunities for the Design community to from each other

<b>Leadership Team</b>	Girls in Tech LA	2013 - 2016
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- Lead members engagement, fundraising, and events for LA chapter
- Mentored youths & taught workshop in STEM & Design

<b>DTV Young Professional Board Member</b>		2013 - 2014
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<b>Co-Founder of Student Publishing Magazine (SCAD)</b>		2003 - 2006
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## INTERESTS

### Expedition Adventures and Outdoor Sports

I'm always training for the next event on the horizon, be it a season of football or a backcountry trip. Physical discipline is a mental map for me to develop the grit to over come obstacles and achieve my goals. Team sports play an important role for me to understand the psychological & emotional elements of leading teams. A few of my favorites:

Running | Biking | Climbing | Kayaking | Camping | Travel Adventures | Martial Arts | Volleyball | Austratlian Rules Football

"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience."

- Eleanor Roosevelt