



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

Sr. Product Designer

Four Winds Interactive (FWI) **Denver, CO** **May 2019 - Present**

FWI is renown for their digital signage, I joined because I wanted to work on new platforms like interactive signage.

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

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 next-generation micro-services.

- 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 to our 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 the company to use the talents at Slice to strengthen their design discipline. At both companies, I served as a designer and consultant on many enterprise 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 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 industry standard tools: Sketch & Invision
- I 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: traditional 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 a bi-coastal teams & international teams to deliver graphic packages for omi channels
- Created process and production flow that worked with client schedule and our budget

Digital Artist

Amaze Entertainment **Austin, TX** **Oct 2006 - Nov 2007**

Jack of all trades digital artist for a small game company working on Nintendo DS and social online games

- Deisgned game environments, level, and assets
- Textured and built game characters
- Designed game UI, menus and lock-ups



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

Stanford Hasso Plattner Institute of Design (D. School)

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

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

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

LEADERSHIP

Lead Organizer *Denver UX* *2016 - Present*

- Building one of the largest and most active group of Design professionals in Colorado
- Creating workshop/ panels and opportunities for the Design community to thrive

Leadership Team *Girls in Tech LA* *2013 - 2016*

- Lead members engagement, fundraising, and events for LA chapter
- Mentored youths & taught workshop in STEM & Design

DTV Young Professional Board Member *2013 - 2014*

Co-Founder of Student Publishing Magazine (SCAD) *2003 - 2006*

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