

INTRODUCTION

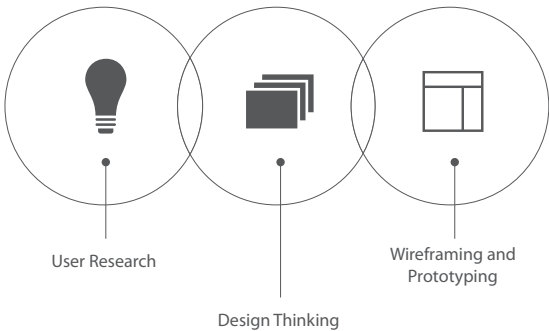
I'm a seasoned product and UX designer from Illinois with over 12 years of experience working in various industries and types of positions. I have been part of both small in-house teams and large global teams.

I excel in multifaceted roles, whether it's taking the lead on teams and projects or collaborating seamlessly within a group. I thrive in both independent and collaborative work settings, finding gratification in problem-solving, especially in the face of challenges. My hands-on approach allows me to actively shape the trajectory of projects, from their initial conception right through to successful completion.

I love everything that has to do with digital design, organization, and learning (one of my top five CliftonStrengths).

My past experience includes work on a variety of websites, mobile apps, and software interfaces.

SPECIALITIES



DESIGN SKILLS

Software & Technology		Knowledge
Adobe Photoshop	●●●●●●●●●●	Web Design
Adobe Illustrator	●●●●●●●●●●	Mobile Design
Adobe Premiere	●●●●●●●●●●	Software Design
Adobe After Effects	●●●●●●●●●●	Responsive Design
HTML	●●●●●●●●●●	Adaptive Design
CSS	●●●●●●●●●●	ADA
Flexbox	●●●●●●●●●●	WCAG

UX SKILLS

Software & Technology		Knowledge
Adobe XD	●●●●●●●●●●	User Stories
Axure	●●●●●●●●●●	Journey Maps
Axshare	●●●●●●●●●●	Experience Maps
Figma	●●●●●●●●●●	User Flows
Invision	●●●●●●●●●●	Wireframing
Usability Hub	●●●●●●●●●●	Prototyping
Loop 11	●●●●●●●●●●	Usability Testing
Survey Monkey	●●●●●●●●●●	Quantitative/ Qualitative Research

EDUCATION

BA

2001 - 2005

Multimedia Web Design

Illinois Institute of Art | Chicago, IL

EXPERIENCE

November 2022 - June 2023

Lead Principal Product Designer

FloQast - SaaS Accounting Software

As a Lead Principal Product Designer at FloQast, I spearheaded the development of user-focused and innovative solutions as an individual contributor while mentoring team of exceptional designers.

Roles and responsibilities:

- ★ **Project Leadership:** cross-functional initiatives, actively contributing to and guiding the entire product design lifecycle, resulting in the successful launch of two products at FloQast.
- ★ **Team Development:** Oversaw the growth and development of the UX team, providing guidance and mentorship.
- ★ **User Research and Data Analysis:** Conducted a wide range of qualitative and quantitative research methods, encompassing analytics, heatmaps, remote interviews, surveys, and usability testing. Analyzed and interpreted findings to inform data-driven decision-making.
- ★ **Research Program Development:** Established a robust user research program that incorporated user feedback, usability testing, and competitive analysis, allowing us to make data-driven decisions.
- ★ **Design Creation:** Created a variety of deliverables such as user flows, site maps, wireframes, and intricate prototypes. These artifacts effectively communicated design concepts and provided clear direction during the development process.
- ★ **Usability Testing:** Conducted usability tests to evaluate the effectiveness of design solutions and gather invaluable user feedback.

Key accomplishments:

- ★ Established a research program led to a 35% reduction in design rework, as we could proactively address user pain points and needs during the design phase. It also contributed to a 20% increase in the user retention rate, as we continually improved our products based on user insights.
- ★ Streamlined design processes led to a 25% reduction in project delivery times and a 30% increase in design team productivity.
- ★ Under my strategic guidance, FloQast achieved a 25% increase in user satisfaction, with our products consistently receiving top ratings in user feedback.

February 2019 - November 2022

Senior Lead UX Designer

Wells Fargo - Global Bank

In my role as Senior Lead UX Designer at Wells Fargo, I took charge leading the direction, input, and contribution of projects from start to end while mentoring a talented team of designers.

Roles and responsibilities:

- ★ **Individual Contributor Excellence:** As an individual contributor, I've personally steered the helm of critical design initiatives, resulting in the successful launch of five distinct products.
- ★ **User-Centered Research:** I conducted and led extensive research using quantitative and qualitative methods to gather valuable insights, identify user needs, and inform design decisions, ensuring our designs were driven by user data and feedback.
- ★ **Design Systems:** I established a comprehensive design system for enterprise applications to ensure consistency and scalability across platforms and touchpoints, driving a cohesive brand experience.
- ★ **Cross-functional Collaboration:** I collaborated closely with business teams to define goals, requirements, and vision for proof-of-concept enterprise applications.
- ★ **Design Creation:** I created a wide variety of assets including user journeys, site maps, wireframes, and intricate prototypes to effectively communicate design concepts, guide the development process, and maintain design excellence.
- ★ **Usability Testing:** Facilitated usability tests to assess the performance of design solutions and collect valuable insights from users.

Key accomplishments:

- ★ User feedback and data-driven insights from our research contributed to a 40% reduction in user complaints and a 15% increase in the Net Promoter Score (NPS).
- ★ The cultural transformation led to a 30% improvement in team collaboration and a 40% increase in innovative design solutions, positively impacting user experiences.
- ★ The implementation of design systems resulted in a 40% reduction in design inconsistencies across products, leading to a more seamless user experience.

December 2014 - February 2017

Senior Product Designer

Enova International - Fintech

I led a UX team and user experience design initiatives for the organization and its seven global brands across the United States, the United Kingdom, and Brazil.

Roles and responsibilities:

- ★ Crafted high-quality wireframes, interactive prototypes, user stories, and flow diagrams to visually communicate design concepts and facilitate collaboration among cross-functional teams.
- ★ Designed and conducted usability tests to validate design solutions and gather valuable user insights, ensuring an optimal user experience across all digital touchpoints.
- ★ Led, created, and conducted qualitative research that included remote user interviews and surveys.