

EXPERIENCE

Lead Product Designer, Starbucks, Feb 2023 – Present

- Lead design and user experience overhaul across key Starbucks internal applications powering store operations and supply chain analysis
- Create complex user flows and interface for data hubs allowing for store planning and Back of House (BOH) operation optimization
- Lead integration of Figma's new workflows while strategically guiding XFN partners to enhance cross-platform design systems
- Leveraged Generative AI to create more efficient UX research, design, marketing and content strategy processes

Lead Product Designer, Meta, Feb 2022 – Jan 2023

- Lead interaction design explorations for Meta design system refresh for global web components shared across all Meta platforms (FB, IG, etc.)
- Lead brand and experience refresh initiatives for Meta for Business (facebook.com/business, facebook.com/business/help) empowering small businesses in utilizing all Meta (Facebook, Instagram, etc.) platforms to establish social presence and increase revenue
- Drive education portal (facebook.com/business/learn) strategy and redesign learning experience flow for over 70 courses / 109 lessons

Lead Product Designer, Google, Jan 2021 – Jan 2022

- Lead experience and interaction design for Google Play Store for Android Automotive with Material Design principals
- Designed and optimized cross platform (automotive, phone, watch) commerce experience for app purchases and subscriptions
- Partnered w/ key stakeholders within Android Auto services (Maps & Voice) and 3rd party leading automotive companies in creating premium vehicle delivery and onboarding experience

Lead Product / Interaction Designer, Vesper Interactive, Mar 2017 – Mar 2022

- Cigna (Jan 2022 – Mar 2022): Designed / prototyped complex retail pharmaceutical purchase and checkout flows
- TIAA (Mar 2018 – Jan 2021): Designed complex FinTech products & Services generating approximately \$1 Billion in new assets
- Oracle (Oct 2017 – Jan 2018): Government E-Commerce site benchmarking, UX/UI redesign and re-platform and branding
- Tiffany & Co./Deloitte (Aug – Oct 2017): Heuristic evaluation, customer journey creation, site IA, UX redesign
- Aerosoles (May – Aug 2017): Heuristic evaluation, best practices recommendations, user experience / interface proposals and redesign

Sr. Lead User Experience Architecture/Designer, Valtech Solutions, May 2015 – Feb 2017

- Lead interaction & experience design for: Samsung, L'Oréal, Ralph Lauren, Herman Miller, HYATT, Ernst & Young, Hertz, Westcon, and Wegmans
- Designed fully responsive sites and native app experiences with mobile first approach. Provided detailed annotations in wireframes and interactive prototypes. Focused on how to simplify functionalities for mobile without jeopardizing product integrity
- Team Management: Lead and directed strategic researcher, content strategist and UX/UI designers in multiple aspects of digital product
- Project Management: Created and scoped user experience and visual design project plans and statement of work for a full digital platform migration and site redesign
- Process Creation & Refinement: Defined and presented proposed process plan to internal team and major grocery retailer/client
- Client Management: Provided/presented UX deliverables to key stakeholders while collaborating with clients through an agile process

Sr. Lead IA/UX/UI/Interaction Designer, Bed Bath & Beyond, Oct 2014 – May 2015

- Lead user experience discussions and discoveries sessions in collaboration with product management and key stakeholders
- Advocated for the best user experience by keeping functional requirements in line with customer focused strategy
- Lead vendors and offshore developers by providing user experience flows, brand guidelines and design direction
- Performed heuristic evaluation, review customer feedback (ForeSee/OpinionLab) and competitive analysis of existing web and mobile entities to discover and provide product enhancement opportunities and recommendations
- Partnered with E-Comm Optimization team to pull and analyze Omniture data and test new product design via SiteSpect
- Interviewed and screened potential candidates to help grow and develop the User Experience team

Lead UX Design Consultant, Wunderman, Y&R Group, Sept 2014 – Oct 2014

- Optimized and redesigned My Coke Rewards Coca-Cola Account (mycokerewards.com)
- Functioned as lead liaison between Agency and client, while pitching researched backed design solutions

Sr. Interactive Art Director (Marketing) / UX Lead (IT Innovation), JCPenney Corp., May 2009 – Apr 2014

- Created industry leading e-commerce and interactive shopping experiences by analyzing and monitoring site performance metrics w/ IBM Core-metrics Digital Analytics
- Optimized cross platform (desktop, mobile, tablet, email, banners) user experience by utilizing and designing around usability research (Usability Sciences) and A/B testing and heat-map analytics
- Redesigned and assisted in strategizing large-scale E-Commerce digital transformation via platform migration
- Managed multiple projects and helped train a team of 15+ while coordinating with key stakeholders in creating content that met core messaging requirements
- Lead agency partners and core marketing creative direction by developing style guides, interaction principals, and brand standards for seasonal campaigns and social media initiatives

EDUCATION

University of Texas at Austin, B.S., Advertising – Texas Creative Portfolio Program, 2002 – 2005

SKILLS MATRIX

Figma, Sketch, Prototyping, Interaction Design, Generative Artificial Intelligence (GAI), After Effects, Premier, Photoshop, Illustrator, HTML5, CSS3