



**SUMMARY OF QUALIFICATIONS**

10 years of creating user-centered designs  
 Creative problem solver with experience in designing aesthetically appropriate interfaces for desktop and mobile.  
 Strong analytical and detail oriented designer that uses a broad skillset to oversee projects from ideation to iteration.  
 Expert in creating impactful user-focused designs by researching user behaviors and combining with business goals.  
 Expert in working collaboratively with product management, engineering teams and other designers.

**EDUCATION**

- ▶ **California State University, Fullerton**  
UX and Customer-Centered Design Certificate
- ▶ **San Diego State University**  
Bachelor of Fine Arts, Emphasis in Graphic Design

**PROFESSIONAL SKILLS**

- |                    |                        |
|--------------------|------------------------|
| Design Thinking    | User Research/Testing  |
| Visual Design      | Agile Process          |
| Interaction Design | Design Library Systems |
| Animations         | Rapid Prototyping      |

**EXPERIENCE**

▶ **Workday**

**Senior Product Designer** // April 2019–Present

Enterprise cloud HR software for human capital management, finances and analytical applications.

Design lead for several projects in new credentialing platform; including [WayTo](#), Workday’s first consumer facing product using blockchain technology. My team, “Design X” is focused on emerging tech and the future of Workday.

My thought leadership and end-to-end design experience allowed me to help scale from a MVP to a refined and successfully launched app on Android and iOS; from 0 users to now over 20k in a limited availability pilot.

Work closely with PM and Dev leads to continuously discover new use cases, create iterations and deliver a product that considers both user needs and business goals; gaining the attention of several large customers and the White House.

Researched and developed mental models that focused on real users. Led to a large platform pivot that is now focused on integration with the current data in Workday and how a user can take that information throughout their career.

▶ **Asurion**

**Product Designer** // September 2018–April 2019

Global technology solution company focused on protecting consumer devices for ATT, Verizon, Sprint and T-Mobile.

Designer on [Asurion Sales Portal](#); single point of contact for in-store sales reps. Grew product from design sprint idea in a test market to full service platform across the country; gaining the business of 3 new carriers and increased revenue.

Work side-by-side with PMs/Devs to understand complex problems and build solutions for every touch point. End-to-end design process allowed me to be a strong advocate and drive engagement; increased usage by 10x across 8 months.

Used real-time quantitative data and bi-weekly in-store visits to gather qualitative feedback around designs and prototypes. Redesigned platform based on data from activities like card sorting, affinity diagramming and user testing.

Developed a design library to support a quickly scaling platform that covered multiple carrier’s brand guidelines.

► **PrescribeWellness**

**Senior Designer** // February 2017–August 2018

SaaS start-up focused on developing tools to help local pharmacies reach more patients and streamline operations.

Hired as design lead to create and maintain new brand, all consumer facing creative material and UI for product.

[Redesigned website](#) based off conducting research; won 2 design awards (2017 dotCOMM Platinum Award and 2017 eHealthcare Leadership Award). Designed and developed templates for blogs and landing pages.

Help design the first [iOS mobile application](#); wireframe, mock up and deliver final comps/prototypes of user experiences for desktop and mobile devices.

Collaborate with various stakeholders and development team members to implement designs that best suit business and user needs.

Built a team of in-house designers to lead, help develop the new style and establish a processes for internal departments to interact with creative.

► **Össur Americas**

**Graphic Designer** // November 2013–February 2017

**Production Designer** // July 2011–November 2013

A global medical device company specializing in non-invasive orthopaedic bracing and prosthetics.

Implemented multiple solutions to optimize sales efficiency and effectiveness utilizing mobile technologies; including cloud storage to allow on-the-go file sharing and cut down print costs.

Designed first digital products for iPhone and iPad. Oversaw design from ideation to launch of 2 products:

- [Product Showcase](#); interactive marketing material to engage customers
- [SmartMeasure](#); a custom knee measuring app for iOS; 90% adoption rate and \$1m in new sales

UX/UI design for landing pages, mobile applications and e-mail campaigns.

Worked closely with product managers to create tools for new product launches. Weekly meetings to discuss strategy and implementation to create functional materials.

Lead designer on internal and external creative. Revamped Academy’s educational material and played a significant role in 2014 global design rebranding.

► **weareIO**

**Co-Founder & Principle Designer** // August 2013–2015

Mobile development and strategy consulting focused on consumer and enterprise solutions.



**TECHNICAL EXPERIENCE**

- Figma
- Sketch
- Adobe (Photoshop, Illustrator, After Effects, XD)
- InVision
- Principle
- Flinto
- HTML/CSS



**AWARDS**

- **2017 dotCOMM Platinum Award - Healthcare**  
PrescribeWellness
- **2017 eHealthcare Leadership Award**  
PrescribeWellness
- **Omega Honor Society**  
San Diego State University
- **Deans List**  
San Diego State University