

Profile

Strategic UX Design leader with a passion for delivering innovative solutions across mobile and web platforms. Proven ability to foster a collaborative culture and scale design teams to craft high-quality experiences for enterprise applications.

Skills

Design Thinking
Design Strategy
Design Operations
Product Design
UX Workflows
Prototyping
Information Architecture
Design Systems
Agile Methods

Apps

Figma/FigJam
Framer
Adobe Illustrator
Adobe Photoshop
Zeplin
Sketch
Jira
Confluence
HubSpot
Slack

Education

Cal Poly Pomona
Bachelor of Arts,
Graphic Design

Experience

Palazzo | New Rochelle, NY (Remote)

Product Design Consultant

April 2024 – Present

- Designing the UX for a transformative AI-powered interior design platform, to drive engagement, maximize usability, and user satisfaction through simple interactions
- Collaborating with cross-functional teams to develop and refine AI-driven features, ensuring seamless integration and exceptional UX across mobile and web

SEC Networks | San Francisco, CA

Director, Product Design

February 2020 – March 2024

- Defined the UX design vision and solutions for SEC Now streaming service across a variety of platforms: mobile, tablet, web, and smart TVs
- Led design thinking sessions with cross-functional team of product managers, engineers, content creators, and business partners
- Implemented team ceremonies: design reviews, ideating, and prototype sessions

SkySlope | San Francisco, CA

Director of Product Design

September 2019 – October 2019

- Led design/research efforts and collaborated with cross-functional teams to develop AI-powered features and workflows

ZapLabs | Emeryville, CA

Director, Product Design

July 2015 – June 2019

- Streamlined the product design operations to establish high-performing teams and accelerate development
- Cultivated strong collaborative and user-centric design culture: led a team of 14 designers with diverse skillsets
- Formed design system initiative to deliver consistent, performant components across enterprise products and apps

BoomTown | Emeryville, CA

Senior UX Designer & Design Manager

June 2006– July 2015

- Collaborated on the development of the white-label, cross-platform digital products and online marketing to improve business for real estate agents/brokerages
- Crafted the intuitive UX for consumer/business apps from understanding user needs, ideating solutions, prototyping designs, and user testing

Graphic Designer

May 2004– June 2006

- Developed a real-time business dashboard with data visualizations to enhance engagement and decision-making
- Led the company rebranding, implementing new brand standards across the website, landing pages, and collateral

Tangent Computer, Inc | Burlingame, CA

Senior Graphic Designer

March 1998 – October 2003

- Conceptualized and implemented marketing campaigns for digital and print media, including websites, landing pages, product data sheets, advertising collateral, presentation decks, and email marketing to drive sales and growth

Daily Journal Corporation | Los Angeles, CA

Graphic Designer

April 1996 – January 1998

- Designed company/client websites, banner ads, magazine covers, digital brochures, print advertising, direct mailers, and annuals
- Coordinated design projects with service bureaus, printers, and vendors