

## ABOUT ME

Sr. Product & UX Designer with a passion for crafting intuitive, emotionally resonant experiences that align seamlessly with brand identity. Skilled at blending storytelling, usability, and strategy to deliver data-informed, user-centered design. Known for a collaborative mindset, adaptability, and a drive to elevate product experiences through empathy and insight.

## EXPERIENCE

### Product & User Experience Designer, Lead

Sep 2022 - Present

NBC Universal • Sports Tech & Lifestyle (Full Time)

Clients: *GolfNow, Golf365, Athena, GolfPass, Booking Engine, Troon*

- Spearheaded end-to-end UX strategy across B2B and B2C platforms, elevating usability and visual consistency, resulting in a 22% increase in user engagement and a more efficient booking flow.
- Conducted in-depth usability testing and heuristic reviews to identify accessibility and UX issues; insights led to a WCAG 2.1-compliant rebuild of the Golf365 booking engine and ticketing system.
- Designed responsive, mobile-first experiences within legacy system constraints, increasing task success rates by 25%.
- Partnered cross-functionally with product, engineering, and business teams to optimize internal tools, reducing task completion time by 30%.
- Executed A/B tests that boosted feature adoption by 9% and directly shaped product direction.
- Built interactive prototypes across web and mobile, reducing handoff friction by 20%.

### Product & User Experience Designer, Solution Analyst

Aug 2020 - Aug 2022

Deloitte & Touche • Healthcare Technology, FinTech & Education (Full Time)

Clients: *Accumulus Synergy, Transamerica, FirstChoice Health, Maryland Education*

- Conducted usability testing that reduced user error rates by 30% across education and healthcare product flows.
- Redesigned navigation systems, increasing task completion speed by 25% on both desktop and mobile.
- Created wireframes and interactive prototypes that accelerated stakeholder buy-in by 40%.
- Proposed and implemented workflow improvements, boosting internal team efficiency by 20% across government and healthcare platforms.
- Documented scalable design systems that improved UI consistency and shortened onboarding time.

### UI/UX/CX Design Instructor, Portfolio Adjunct Mentor

Jan 2023 - Apr 2024

Avocademy (YC W22) • Fintech & Startup Clients (Contract)

Clients: *Tharwa Crowd, Moss Amigos, Clawest, Homnox, 4Heaven*

- Mentored aspiring designers through end-to-end product design cycles—from user research to usability testing—while fostering collaboration, critical thinking, and real-world problem-solving skills.
- Led hands-on workshops in digital media, web, and interactive design, strengthening students' practical skills and design confidence.
- Taught industry-standard tools such as Figma and Adobe Creative Cloud, guiding students in creating polished, portfolio-ready projects.

### Brand & User Experience, Associate Designer

Nov 2018 - Oct 2019

Casa2223 • Wellness & Lifestyle Clients (Contract)

Clients: *Abercrombie & Fitch, KekoJones, Living L'Magic*

- Supported the creation of emotionally engaging brand visuals and digital assets—including websites, social media content, packaging, and product photography—to bring wellness stories to life across multiple touchpoints.
- Applied SEO and Google Analytics to monitor campaign performance, contributing to improved content strategy and organic traffic.
- Collaborated on targeted digital content that helped grow brand awareness and boosted user engagement across web and social platforms.

### Brand & User Experience Designer, Co-Founder

Oct 2016 - Present

Coconut Studios Co • Health, Sports & Storytelling (Part-time Freelance Venture)

Clients: *Artysana, Platamani, Sweet Magnolia, Translations & Interpretations, Espacio Mutuo & more*

- Developed brand identities and packaging for 30+ small businesses in wellness and lifestyle, improving brand recognition and customer trust.
- Delivered creative direction across print, digital, and organic social, increasing client engagement by up to 40%.
- Built storytelling-driven brand systems focused on community and sustainability, helping clients launch and scale with clarity and purpose.
- Crafted content and UX strategies for multiple e-commerce clients, aligning storytelling with user behavior to consistently boost engagement.

## EDUCATION

Master of Fine Arts in Film & Television Production - Specialized in Storytelling & Multimedia Production

'19 Full Sail University

Bachelor of Science in Digital Arts and Design - Specialized in Branding & User Experience Design

'16 Full Sail University

UX Certification - Specialized in Omnichannel Journeys, Information Architecture & UX Strategy (In Progress)

'26 Nielsen Norman Group