

EDUCATION

**Stanford University**, B.S. Product Design

SEPT 2006 - JUN 2010

EXPERIENCE

**ForUsAll 401k**, Head of Design

JAN 2022 - APR 2022

- Adapted a React-based design system framework (MUI) to be aesthetically-aligned with the company's latest product; got it front-end production-ready with team of designers and developers in 3 months, all while delivering incremental value through UI tweaks and polish to the main product on-track for customer launch
- Worked directly with VP Marketing to refresh all digital and print collateral to align with new brand direction

**Digital Turbine**, Director of Product Design

AUG 2018 - DEC 2021

- As a part of the Leadership Team, rebuilt the UX Design & Research team, established and coached intra- and cross-team agile work processes and a culture of open communication
- Worked across teams to define, phase, test and launch Design System MVP components in less than 8 months.
- Successfully defined and lobbied to implement a Design System across Design, Product, Engineering, Publishing, Operations and Advertising teams by emphasizing the benefits of adopting a mindset *and* a toolset that supports rapid prototyping, reducing time-to-key learnings, identifying and automating low-value decision-making to clear the path for higher-value conversations between team members
- System has contributed to a measurable increase in key metrics including average revenue per user, and has enhanced key external stakeholders' impression of our business as a whole
- Worked directly with CEO, CPO, CMO, and CTO in designing internal and external communications strategies

**Georgetown University**, Guest Lecturer in Design Thinking, Design for Mobile

JUN 2015 - PRESENT

- Co-created and taught curriculum for a module on the Human-Centered Design mindset for an MBA course "Mobile Strategy and Product Development" – receiving consistently high student ratings over the past 7 years
- Guest-lectured a Design Studio class focused on instructional design at the Georgetown Center for New Designs in Learning & Scholarship (CNDLS).

**Capital One**, UX Design Lead

JAN - AUG 2018

- Collaborated with product, engineering and process managers to create the unified iPad-based digital toolkit (codename "APEX") that supports all retail associates nationwide
- Led my design team to adopt a formal agile process to streamline our workflow, mentored colleagues, promoted a culture of adaptability & excellence, and worked across teams to standardize our UX research process
- Recognized opportunity to leverage existing efforts & led collaboration with the Design System Team, aligning my team's process & outputs to the expansion Capital One's then-mostly web-oriented design system into iOS

**3Pillar Global**, UX Design Lead

JUN 2015 - JAN 2018

- Responsible for minimizing time-to-value for 3Pillar's diverse clients by co-creating digital user experiences on multiple platforms and formats, from responsive desktop, tablets and smartphones, to voice user interfaces
- Identified & balanced the end-users' needs with the needs of the client's team and business
- Led the design aspect of business relationships, including evangelizing human-centered design within clients including Capital One, CARFAX, Cisco Systems, and Next Day Blinds. Engagements ranged from 2 wks to >1 yr

LANGUAGES

**English**

NATIVE / BILINGUAL

**Spanish**

NATIVE / BILINGUAL

**French**

SPOKEN & WRITTEN

**German**

SPOKEN & WRITTEN

SKILLS

UX & Design Systems

Design Thinking & Product Strategy

Figma, Adobe CS, & remote visual collaboration tools (Miro, FigJam, LeanIX)

Program & Change Management

Workshop Planning & Facilitation

Qualitative & Quantitative Research Planning, Implementation, Analysis (UserTesting.com, ethnographic research)

Writing & Public Speaking

Professional & Career Mentorship