

Product Designer, Leader & Researcher

I have a proven history of creating successful digital products in Consumer, Enterprise, & B2B environments. I drive business growth by creatively solving complex problems, building collaborative design teams and mentoring designers.

EXPERIENCE

Sr. Product Designer & Strategist

Consulting

Nov 2022 - Present

Delivering exceptional design solutions on a diverse range of digital products and consulting on Design Ops, Strategy & Hiring for early- to late-stage startups. Collaborate closely with PMs and engineers to set strategic design objectives, define product roadmap and prioritize feature development.

Lead Product Designer & Researcher

Crafted Solutions

Aug 2019 - Nov 2022

- Led design strategy and delivered outstanding design solutions to reach client goals, resulting in 12 successful product launches and 100% client satisfaction.
- Trained Balanced Team (Designers, Product Managers & Engineers) on custom Discovery & Framing Playbook and 3 Week Product Sprint driving 33% average increase in product life-cycle efficiencies for clients.
- Co-created company hiring process boosting both quality & success of new hires. Company grew from 4 to 15 people.

CLIENT RESULTS:

- Built client's team of Product Designers from 0 to 3 by implementing the first hiring framework for design roles and optimizing onboarding.
- Decreased time to post a job using hiring software from 10 days down to 5 minutes by digitizing the process and leveraging automated templates.
- Gained 100% buy-in from client Customer Advisory Board on adopting new product through transparent involvement and facilitating alignment.
- Increased the flow completion rate by designing A/B tests and targeting users across a complex persona spectrum.
- Prototypes enabled client to sign the biggest deal in company history.

Sr. Product Designer & Researcher

VMware (formerly Pivotal)

Aug 2018 - Aug 2019

Cultivated a culture of design excellence driving success through creative ideation and experimentation while working on a highly technical product.

RESULTS:

- Dramatic decrease in user response time to cloud infrastructure errors by designing and testing a streamlined dashboard and quiet alert system.
- Leveraged data-driven insights and co-designing with users to enhance product usability and adoption.

SKILLS

Design Leadership

- Hiring & Scaling Design Teams
- Defining Design Playbook
- Design Ops & Culture
- Team Management & Coaching

Product Strategy

- Problem Framing
- Design Sprints
- Experimentation
- Systems Thinking
- Success Metrics

Research & Validation

- Research Method Selection
- Qualitative & Quantitative Data
- Actionable Insights
- Tracking User Outcomes
- Continuous Discovery
- Interviewing
- Usability Testing
- A/B Testing

Interaction & Visual Design

- Ideation
- Wireframes & Prototyping
- High Fidelity Mocks
- Information Architecture
- Rapid Sketching
- Native Mobile & Responsive Web App Design
- Design Systems for Scale

Collaboration & Facilitation

- Pairing with PMs and Engineers
- Partnership Building
- Co-creating with Users
- Stakeholder Management & Team Alignment

EXPERIENCE CONTINUED

User Experience Designer

Sling TV

Oct 2016 - Aug 2018

Led design team to transform from a feature-first to a user-first approach through the implementation of a new user research & testing program.

RESULTS:

- 400% increased user research sessions (qualitative & quantitative methods)
- Boosted the search ranking for "Online TV" from the 18th result to the 2nd result in 6 months by ideating, testing and designing 24,000 dynamic content pages.
- Designed Sling's first content search resulting in increased discoverability, navigability, and relevance.
- Increased the sling.com click-through rate to cart by 22% by advocating for performance improvements that shortened the 4G page load time from 13 to 3 seconds.

UX/UI Designer & Developer

Peak Edge Media

Feb 2014 - Dec 2016

Executed independent product design projects for various clients, creating impactful user-centered solutions that exceeded client expectations. Completed end-to-end process from interviews and survey generative research through user journeys to high-fidelity interactive prototypes and usability testing while iteratively incorporating feedback.

CLIENT RESULTS:

- Increased SaaS product quality and reduced time-to-market by implementing a streamlined design process, conducting regular design critiques, and fostering a culture of continuous improvement within the working team.
- Reduced insight processing time from 2 weeks to 30 minutes.
- Increased design output by 60% from implementing a design system also resulting in great improvement to development times.
- Redesigned data entry forms with a mobile first approach and conditional logic which reduced average submission times from 30 min to 5 min.
- Consulted with executives and PMs to define business and user success metrics, develop strong hypotheses, create and run experiments, and interpret and execute on results.

Web Designer & Digital Marketing Manager

Home Town Real Estate

Apr 2011 - Jan 2014

Oversaw & managed UX/UI Design for all digital products.

RESULTS:

- 25% increase in workflow productivity for broker and agents through implementation of new online CMS solution.
- Created lead-generating marketing campaigns resulting in broker ranking #1 in sales for 3 years.

LEADERSHIP VALUES

- Empathy
- Advocacy
- Trust
- Empowerment

TOOLS & TECHNOLOGY

- Figma
- Zeplin
- Sketch
- Invision
- Adobe XD
- Miro
- Pendo
- Optimal Workshop
- Usertesting.com
- Jira
- HTML/CSS

CONFERENCE SPEAKER

- Denver Startup Week 2022
- Denver Startup Week 2021
- Denver Startup Week 2020

EDUCATION

- The George Washington University, B.A.
- The Institute for Compassionate Leadership

PHILANTHROPY

- Denver Rescue Mission, YP
- Junior League of Denver
- Breakthrough Colorado