

## Product Designer, Leader & Researcher

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

### EXPERIENCE

#### Staff Product Designer & Strategist

Nov 2022 - Present

##### Consulting

Delivering exceptional design solutions on a diverse range of products and consulting on Design Ops, Strategy & Hiring for startups. Leveraging agile methodologies and AI-powered design tools for streamlined workflows and rapid concept generation while aligning with evolving product goals.

#### Senior Product Designer

Sept 2023 - Oct 2024

##### Sitetracker

Transformed complex technical challenges in Salesforce into clear solutions for non-technical customers. Collaborated as a Product Trio to champion strategic design objectives, define roadmap and market opportunities, advance sales goals using design deliverables and run Beta programs for new and expanding customers. Projects included: mobile app, complex scheduling tool and permissions & notification management.

##### RESULTS:

- Increased design output by 60% by establishing web and mobile design system, initiating a governance process and creating reusable components across 10 scrum teams.
- Data-driven design of features led several customers to transition from competitor solutions by signing or expanding with Sitetracker.

#### Lead Product Designer

Aug 2020 - Nov 2022

##### Crafted Solutions

- Managed the design strategy and delivered outstanding design outcomes to reach startup and enterprise client goals, resulting in 12 successful product launches and 100% client satisfaction.
- Created company-wide hiring process boosting quality & success of new hires. Company grew from 4 to 15 people. Mentored junior designers internally and with clients.
- Trained Balanced Team (Design/PM/Dev) on Discovery & Framing Playbook and 3 Week Product Sprint workshops driving 33% average increase in product life-cycle efficiencies for clients.

#### Senior Product Designer

Aug 2019 - Aug 2020

##### 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.
- Gained 100% buy-in from client CAB on adopting new product.
- Prototypes enabled client to sign the biggest deal in company history.
- Mobile redesign increased task completion by using analytics tools (Pendo & Google Analytics) to identify user friction and drop-off points.

### SKILLS



#### Design Leadership

- AI x UX Design Toolkit
- Hiring & Scaling Design Teams
- Defining Design Playbook
- Design Ops & Culture
- Team Management & Coaching



#### Interaction & Visual Design

- Wireframes & Prototyping
- High Fidelity Mocks
- Information Architecture
- Native Mobile & Responsive Web App Design
- Design Systems for Scale
- Localization
- Accessibility



#### Research & Validation

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



#### Product Strategy

- Problem Framing to Ideation
- Design Sprints & Facilitation
- Experimentation
- Systems Thinking
- Success Metrics



#### Collaboration & Facilitation

- Pairing with PMs and Engineers
- Cross-Department Alignment
- Co-creating with Users
- Stakeholder Management

## EXPERIENCE CONTINUED

### Senior Product Designer & Researcher

Aug 2018 - Aug 2019

VMware

- Designed the leading cloud-native application runtime platform, empowering enterprise development teams to deploy, manage and scale applications seamlessly across multiple interfaces.
- Led the design and implementation of observability solutions for VMWare's cloud platform, enhancing automated system monitoring, logging and alerting capabilities for improved uptime and performance for customers.

#### RESULTS:

- Dramatic decrease in user response time to cloud infrastructure errors by designing and testing a streamlined dashboard with intelligent and adaptive alert system.
- Facilitated a culture of design excellence, driving success through creative ideation and experimentation, while working on highly specialized technology.

### User Experience Designer

Oct 2016 - Aug 2018

Sling TV

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).
- 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.
- 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 Designer & Developer

Feb 2014 - Dec 2016

Peak Edge Media

Executed end-to-end product design projects for various clients, creating impactful user-centered solutions that exceeded client expectations.

#### CLIENT RESULTS:

- Increased SaaS product quality and reduced time-to-market by implementing a streamlined design process and fostering a culture of continuous improvement within the working team.
- Reduced insight processing time from 2 weeks to 30 minutes.

### Web Designer & Digital Marketing Manager

Apr 2011 - Jan 2014

Home Town Real Estate

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

## LEADERSHIP VALUES

- Empathy
- Advocacy
- Trust
- Empowerment

## TOOLS & TECHNOLOGY

- Figma
- Zeplin
- Sketch
- Invision
- Adobe XD
- Miro
- Pendo
- Optimal Workshop
- Usertesting.com
- Jira
- Salesforce

## 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