



## about me

I'm a user experience designer with an insatiable curiosity, a passion for solving problems and thrive on transforming complex ideas into simple, clear and engaging experiences. Leveraging a Marketing and Project Management background, I utilize a human-centered approach in my process to deliver innovative and validated designs.

### SKILLS

User research  
Personas  
Journey mapping  
Wireframing  
Prototypes  
User testing  
Branding  
Visual mockups  
Design Systems

### APPLICATIONS

Sketch  
Illustrator  
Photoshop  
Axure RP  
Adobe XD  
InVision  
After Effects  
Premiere  
UX Pin

## education

### B.S. INTEGRATED MARKETING COMMUNICATIONS

Florida Gulf Coast University | Fort Myers, FL May 02 - May 06

### ART HISTORY

University of Miami | Coral Gables, FL Aug 00 - May 02

### ACHIEVEMENTS

Designed CRM Experience for largest Tech service provider in the world with over 30,000 users.

First team at Dell to successfully implement and follow "The Dell Digital Way" a Human-centered Agile and Pivotal process variation.

Worked directly with Salesforce UX and Product teams to provide feedback that influenced their product roadmap for new features and enhancements.

Department Quarterly Award for Salesforce project kickoff and first release

Team Award for excellence for Salesforce project

Directly influenced and changed the product roadmap of Salesforce

## experience

### UX/UI Lead Instructor

Flatiron School | Austin, TX

Sep 19- Dec 19

Helped create and facilitate learning path for UX/UI students.

### UX Architect

DELL | Austin, TX

Sep 17 - Sep 18

Lead UX designer for pilot of new CRM platform for internal support. Conducted interviews with users and subject matter experts in addition to shadowing users. Created user flows, wireframes and final design comps.

Collaborated with SME's, Business & IT departments to formalize product requirements and establish design principles that aligned with organizational goals and objectives while putting the user first.

Researched and defined KPI's for Reporting and Analytics

Helped train and manage UX team in the Bangalore, India.

### UX/UI LEAD

uStudio | Austin, TX

Feb 17 - Sep 17

Product design for new Live Streaming platform. Created hi-fidelity comps while working hand-in-hand with developers for product build.

Led UX research for SaaS platform to create an engaging user experience. Wireframed, prototyped and validated design concepts.

Worked with subject matter experts while collaborating with Marketing & Solutions departments to revamp branding guidelines and establish design principles that aligned with organizational goals and objectives.

### UX/UI DESIGNER

DESIGNATION | Chicago, IL

May 16 - Nov 16

Developed branding guidelines and design principles for responsive redesign of clients' web platforms. Created wireframes, user personas, hi-fidelity mockups & style guides.

Led UX research to optimize users experiences

User tested all design concepts to ensure user flows were intuitive and inline with the users mental model.

### PRODUCT MANAGER

4What Interactive | Naples, FL

Aug 14 - May 16

Managed eLearning and web development projects for Cisco Systems, Sapient and Exxon.

Overhauled production process implementing Agile methodologies

Managed Web Development

Worked directly with subject matter experts in unified communications on content development for end user corporate training.