

HELLO. I'm passionate about UX to help companies grow and define their futures. Do you need someone who takes a customer-first approach, understands business goals and how to advance them with great design? By thinking beyond the ordinary, I produce visionary ideas that can make your product a game changer... that's my mission.

20-P

AMAZON (Vendor Platforms) **SENIOR DESIGN CONSULTANT**

- + PRFAQ – Serve as Design Lead on high-impact features for internal/external confidential platforms.
- + Successfully drove design validated through customer feedback and data-driven decisions while working remotely.
- + Facilitated design reviews from MVP features through future Operations Planning (OP1) initiatives.
- + Created UX specs for clear guidance on the “what” and “why” of design thinking processes.
The result: faster buy-in from key stakeholders.

18-20

APPTENTIVE (Customer Feedback Platform) **SENIOR INNOVATION DESIGNER ON THE FLAGSHIP PRODUCT KNOWN AS “FAN SIGNALS”**

- + Shipped the Fans Signals dashboard, a proprietary, intuitive UI technology, which classified consumers into key sentiment segments through the lens of loyalty and shifting loyalty.
- + Introduced Design Thinking research methods to uncover product pain points and identify new feature priorities that significantly improved the UX.
- + Simplified complex product features into atomic UI components to reduce developer confusion and align with agile product development.
- + Interactive Prototypes – Using React Studio, a design tool that outputs a real Web App (ReactJS), I quickly validated proof of concept (POC) designs, speeding product flow.

17-18

ACCENTURE / WIRESTONE (Microsoft Community) **SENIOR UX DESIGN CONSULTANT**

- + Researched/presented product strategy for answers.microsoft.com that influenced future features.
- + Led the visual refresh and agency product sign-off release for answers.microsoft.com.
- + Architected the support publishing platform tooling for support.microsoft.com, resulting in improved user experience throughout.

14-17

BITTITAN (Automation Services Platform) **LEAD UX DESIGNER RESPONSIBLE FOR OVERSEEING AND SHIPPING A MULTITUDE OF CORE PRODUCTS**

- + Architected (IA) and designed a new MSPComplete platform, which successfully shipped in a year.
- + Led product feature decisions from initial brainstorming, whiteboard, and wire-frames, in a persona-centric customer journey.
- + Deployed agile methodologies to ensure MVP-Vision UI models that scale for enterprise-class software.
- + Provided UX design assets that gave developer team a clear understanding of feature deliverables.
- + Art directed a new Design System (UI Kit), and drove UX/UI decisions to be on par with top SaaS applications.

07-14

MICROSOFT (Windows Design Team) **UX DESIGNER II ON THE DESIGN TEAM THAT RE-IMAGINED WINDOWS & THE NEXT GEN OF PRODUCTS**

- + Lead designer, launch of Developer platform for complete App onboarding UI experience for Windows Store Apps.
- + Lead designer, App developer analytics platform, contributing innovative ideas to improve product.
- + Unified Windows navigation across 5 portals (Dev portal, Hardware, Desktop, Explorer, and MSDN).
- + Lead designer, Windows Live presentation in which UX spanned multiple products and form factors.

04-07

ENTREPRENEUR (Founded 2 companies from a dot-com sale) **Wired Agency Inc - An interactive web development company**

- + Took wide range of clients from the ground floor through strategy and visual conception to a solid on-line presence.
- + Created and managed tiger crews for wide range of web development projects.

IndieShopper.com - A “virtual” ecommerce site for indie clothing brands to sell products.

- + Within 4 months had 200+ vendors selling on-line via custom CMS admin.



MY PASSION – I'm looking to join a company where I can spread my wings creatively and work on useful and meaningful products that contribute to society.

RECOGNITION – My work has been featured in many top publications and I'm associated with a variety of utility patents.

SKILLS – Rapid prototyping, HTML, CSS, React Studio, Figma, Sketch, Invision, Bodymovin, After Effects, Premiere, Photoshop, Illustrator, Jira, and Office.

EDUCATION – Recently certified as a Scrum Master. Graduated from LATTC in Graphic Design/Communication Arts.