

A Product Designer with a focus on enterprise consulting with 20 years tech experience who started out in Web Infrastructure and Coding in Fintech. I am an Entrepreneurial Designer who is passionate about solving business problems through design and talking to entrepreneurs, designers, and engineers about how to solve big problems.

SKILLS

Consulting, UX Strategy, Design Thinking, Problem Identification, Research, Competitor Analysis, Customer Journey Mapping, Ideation, Wireframes, High Fidelity Design, Prototyping, Ideation, Iteration, User Testing, Sketching Paper, Miro, Figma, Sketch, Invision, HP PPM, Program Management, Project Management, Microsoft Project, Trello, Scum Certified, Agile, Design Sprints, Adobe CC, Photoshop, Illustrator, Dreamweaver, Balsamiq, HTML, CSS, Chrome Developer Tools, VS Code, WordPress, Shopify, WooCommerce, Stripe, Payment APIs, Square, PayPal, Javascript, API Integration, Sharepoint Designer, Sharepoint 365, Fluent Design System, Cloud, SaaS Multi Tenant Architecture, IaaS, PaaS, Web Infrastructure, HP Server, EMC Storage, Virtual Machines, VMware, Digital Strategy, SEO, On-page SEO, Technical SEO, Moz, Semrush, Serpstat, Backlinks, Google Analytics, Site Optimization, Ad Words, Dynamics CRM 365, Microsoft Office, Word, Excel, PowerPoint, Outlook, Low Code, No Code

WORK EXPERIENCE

UX Practice Lead

April 2023 - Current

IntraEdge

- Lead a diverse team of designers, driving product design, webstrategy, and marketing collateral creation for a multidisciplinary technology consulting and SaaS business.
- Directed the product design initiative for the new Data Security application within the Truyo Data Privacy SaaS, overhauling the Design System in Figma, and effectively steered the project to ensure a timely product launch.
- Championed UX Design representation throughout the client RFP/SOW process, delivering rapid prototyping, UX education, and research to bolster the sales cycle.
- Managed and executed a comprehensive web strategy program encompassing web operations, design, development, and successful launch of new landing pages and product websites.
- Train and Mentor junior designers and sales staff on Design Thinking and UI Design best practices and concepts.
- Implemented DesignOps best practices, spearheading the establishment of global design standards, design systems, budgeting processes, web standards enforcement, and the recruitment of talented designers.

UX Strategy Lead

August 2017 – April 2023

Webstack

- Led team of UX/UI Designers and Full Stack Developers creating custom web applications, custom websites built with Native Code, and multiple CMS platforms and API integrations.
- Apply UX Strategies Discovery, Problem, Research, Ideation, Wireframing, Iteration, Test, Prototyping and Design to projects while aligning junior designers to each UX phase.
- Managed all Design and Development Sprints using Trello and Asana for globally distributed teams and tracked user stories to completion performing risk and change assessments throughout each project.
- Experience with multiple CMS platforms and SaaS business platforms.
- Technical research of platform choices from SaaS CRMs to Native vs Mobile development strategies.

Head of Digital Strategy

March 2017 - June 2021

Holistic Extracts

- Responsible for Customer Digital Experience at Health Lifestyles startup.
- Led UX design multi-product e-commerce CMS website, Visual Designer for Branding and Marketing.
- Architected Integrated Marketing APIs, Lead Generation, SEO Campaigns, and Hubspot CRM.
- Setup and configured E-commerce Analytics Dashboard, Affiliate Marketing in support of Sales growth.

UX Designer/UI Developer

March 2015 - January 2018

DTCC (Fintech)

- Led UX/UI design and development of custom micro-site projects for large financial services client DTCC.
- Developed UX Content Strategy for Enterprise sites, Problem, Discovery, Research, User Interviews, Information Architecture, Wireframing, Testing, Design, and Prototyping.
- Managed development team creating custom solutions for on-premise and Microsoft 365 cloud.
- Managed Stakeholders across all business units from Business, HR, PMO, IT.
- Coded Custom Web-parts in HTML, CSS and Javascript.
- Designed scalable reusable front-end templates for cross-company use.

Technical Program Manager, OCIO

May 2013 - March 2015

Softcard Mobile Payments (Fintech)

- Managed 3rd party Application software implementations (SOWs, Solution Design, Implementation).
- Successful Software Release of Largest Back-End Product Software Release
- Managed Software Development Lifecycle and Release Management Dev, Integration, Unit Testing, Functional, Acceptance Performance, QA, and Pre-Production.
- Led Software infrastructure RFP process and technical lab implementations.
- New Test Environment Build Out Project (\$5mil budget).
- Managed Company Rebranding Project, and supported microsite migrations.

Senior Applications Consultant

November 2010 - May 2013

Fidelity Investments | Enterprise Infrastructure

- Enterprise Infrastructure Product owner for all new applications.
- Design Lead for new Enterprise Server Provisioning Application, UX/UI, Journey Mapping, MVP.
- Managed a team of 2 PHP/Javascript Developers and 1 Visual designer.
- Ran code review sessions with the technical team.
- Gathered application requirements, and partnered with Product Owners to design application flows.
- Led Functional QA and User Testing identifying key UX and Technical issues.

Web Developer/Engineer

August 2003 - November 2010

Fidelity Investments | Institutional Investing

- Engineer/Developer for SaaS products which generated ~2mil site visitors and 300k trades per day.
- Designed/ Developed a Software Release Reporting application, resulting in a 90% reduction of Incident tickets.
- Developed "Developer Tools Automation" application reducing developer onboarding from 10 days to 2 hours.
- Web Developer for Dev Operations Portal used by over 300 developers, engineers and management staff.

EDUCATION + TRAINING

User Experience Design Certificate | General Assembly Austin | 10 Week/400-hour Immersive Bootcamp

Bachelor of Science in Business Management | Northeastern University

Global Virtual Design Sprint - Challenge: Partner Accountability Mobile App

Scrum CSM Certified - Credential #00010627

Dallas Community College - VMware 5.1 Training (8 Weeks)

LEADERSHIP + VOLUNTEER

Raising the Bridge- Senior UX Designer- Designed and built the website for a non-profit organization that helps at-risk youths

Coach and mentor Junior UX Designers on multiple platforms