

An award winning, Designer & Director of Ux/UI/Interaction that thrives on the strategy, creativity and tech that drives user experience and product design. 20 years of agency and inhouse experience crafting digital solutions for brands and humans worldwide. A proponent of the agile design process, rapid prototyping and a proven leader in user centered design for multi-channel media, commerce and product innovations.

EXPERIENCE

Lead Ux/UI Design | Current Project Work

3/23 - Current

Lead Ux/UI Visual Design, strategy and development for branding and ecommerce, CMS-based, responsive web project.

Sr/Lead Product Design | Ford Motor Company

1/22 - 3/23



Sr/Lead Product Design for Ford's integrated product, vehicle and app solutions; moreover, (XR/AR/VR), conversational/voice assist/AI powered experiences. UX workshops, research, design, flows, design system, prototyping and usability testing.

Sr Ui/Visual Design | Gorilla Group/Wunderman Thompson

7/21 - 1/22

GORILLA

Ui/Visual Design for Hot Tools' fresh online ecomm experience. Wireframes, comps, final ui/visual designs for this photography-driven responsive solution.

Sr Ux/UI Design | TaylorMade Golf

10/20 - 7/21



Sr Ux/UI Design for Taylormade's online golf club customizer with fully interactive 3D renderings, chat/bot and ecomm cx. Flows, usability testing, prototypes and final designs.

Sr Product Design | Viasat

10/19 - 10/20



Sr Product Design for the MyViasat app and web experiences utilizing AI/voice assist and conversational ux to help customers manage their products and services, troubleshoot issues and more. Ux research, wireframes, user journeys, usability testing, prototypes, design system, final designs and-dev/engineering support for this multi-channel solution.

Lead Product Design | SEW

12/18 - 10/19



Lead Product Design for a complete ux audit and redesign on SEW's premiere SaaS platform for customer engagement, mobile workforce management and analytics used by major energy companies. Ux research, discovery, strategy and design for native iOS app and responsive web experiences leveraging machine learning. Ux/UI, interaction design, data viz, wireframes, user flows, prototypes and final designs.

Lead/Sr Product Design | LA Times

12/17 - 12/18



Product Design for the LA Times Digital subscription service, a multi-million dollar digital revenue stream of users and subscribers on the main news site. Responsive site redesign: Ux research, discovery, user journeys, wireframes, comps, prototypes, user testing, presentations, styleguide and final ui/visual designs.

Sr Product Design | SapientRazorfish

11/16 - 12/17

razorfish

Product Design for Samsung's Android app, **Samsung +**. Simplified and improved customer experience providing help and rewarding their loyalty. The app has garnered a 4.2 rating, and more active users than ever before. Ux, interaction, Ui/Visual design.

**Sr Product Design | CBS Interactive**

10/15 - 11/16

Sr Product Design, strategy and design for CBS' All Access and the Watch Now Watch Later apps for all devices from mobile to your favorite gaming console, including companion app for Android and Apple watches. User journeys, wireframes, comps, prototypes, user testing and final designs. Stakeholder presentations.

**Sr Product Design | Belkin (WEMO)**

01/15 - 10/15

Sr Product Design, working with a team of designers, developers and owners for multiple WEMO smart home product apps for iOS and Android. Creation of wireframes, comps, prototypes, user testing and final designs that has garnered many industry awards.

**Lead Ux/ui Design | SADA**

12/13 - 01/15

Lead Ux/ui Design and strategy creating cloud-based apps across all media channels. Clients include Hilton Hotels, City of Chicago and Southwestern Energy. User journeys, wireframes, prototypes, user testing and final designs. Stakeholder/client presentations.

**Sr Ui/Interaction Design | PComm**

11/12 - 12/13

Sr Ui/Interaction Design for Allergen's internal digital agency creating mobile apps and websites for Botox, Juvederm, SkinMedica, Latisse and Restasis brands.

**Sr Visual/ui/Multimedia Design | Panasonic Avionics**

01/12 - 11/12

Sr Visual/ui/Multimedia Design. Concept to final design for onBoard GUIs, websites, mobile, multimedia presentations, print, advertising, marketing and packaging.

**Interactive Art Direction | Activa**

02/08 - 01/12

Led a team of designers, copywriters and 3D artists as art director creating multi-channel digital campaigns including product, event and ecomm for clients such as Warner Bros, EA Sports, NBA, NFL, MLB and NHL. Directed photo shoots. Client presentations.

**Creative Direction/Lead Design | Wired**

11/01 - 02/08

As Creative Director/Lead Designer and partner I was responsible for client consultations, creative direction, strategy and design of online marketing, advertising, product demos and websites for clients such as General Monitors, Pro-Micro, PBA, Skoal and HB Water.

SKILLS

Design & Strategy Problem Solving, Communication, Collaboration and Leadership. Agile Design, Lean Ux, User-Centered Design, Iterative Design, Ux Research, User Testing, Ux Design, Conversational Design, Interaction Design, IA, Responsive/Web Design, App Design, Saas, Visual Design, Ui Design, Data Viz, User Flows and Journeys, Wireframing, Prototyping, Mobile, Advertising, Branding, Identity, Storyboarding, Graphic/Print/Packaging Design, Typography, Photo Shoots and Usage, Illustration, Iconography, Animation, Video Editing, Motion Design, Sound Design, Presentations.

Apps & Tools XR/AR/VR, AI, Machine Learning, iOS, Android, Material Design, OmniGraffle, Axure, Flinto, Protopie, Figma, Sketch, InVision, Zeplin, Adobe CC Suite, Cinema 4D, Miro, Bluescape, Jira, Confluence, CMS Platforms. Strong working knowledge of HTML, CSS, jQuery, JS, Python, PHP, .NET, SQL, Bootstrap, AWS.

EDUCATION

BA Advertising and Graphic Design, CSUF Fullerton, California.

05/98 - 05/01

AA Business Management, SCC Orange, California.

05/96 - 05/98