

An award winning Lead/Sr Product Designer with 20+ years of agency and inhouse experience using technology, strategy and design to craft successful digital solutions, products and campaigns for brands and humans worldwide. A practitioner of the agile and lean ux design processes, rapid prototyping and a proven leader in UCD for multi-channel media, commerce and product innovations.

EXPERIENCE

Lead Product Designer | Current Project Work

3/23 - Current

Lead Product Designer for an emerging brand's ecommerce, responsive web experience.

Lead/Sr Product Designer | Ford Motor Company

1/22 - 3/23

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



Sr Product Designer | Gorilla Group/Wunderman Thompson

7/21 - 1/22

Sr Product Designer for Hot Tools' B2C and B2B ecommerce experience. Wireframes, flows, design system, ui/visual designs for this product-driven, responsive web solution.

GORILLA

Sr Product Designer | TaylorMade Golf

10/20 - 7/21

Sr Product Designer for Taylormade's responsive, online golf club customizer with fully interactive 3D product renderings, build assist and ecommerce experience. Wireframes, flows, designs, interaction/prototypes and usability testing.



Sr Product Designer | Viasat

10/19 - 10/20

Sr Product Designer for the MyViasat mobile app and responsive web experience utilizing voice assist and conversational ux to help customers manage their products and services. Wireframes, flows, design system, designs, interaction/prototypes and usability testing.



Lead Product Designer | SEW

12/18 - 10/19

Lead Product Designer 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, wireframes, flows, interaction/prototypes, data visualization, designs and usability testing.



Lead/Sr Product Designer | LA Times

12/17 - 12/18

Lead/Sr Product Designer 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 Designer | SapientRazorfish

11/16 - 12/17

Sr Product Designer 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.

razorfish

**Sr Product Designer | CBS Interactive****10/15 - 11/16**

Sr Product Designer for CBS' All Access app for viewing shows, movies and live events on all devices, from mobile to gaming consoles (OTT). And, the Watch Now Watch Later companion app for Android and Apple watches. User journeys, wireframes, interaction/prototypes, designs, branding, usability testing and stakeholder presentations.

**Sr Product Designer | Belkin (WEMO)****01/15 - 10/15**

Sr Product Designer for the suite of WEMO smart home mobile apps for iOS and Android, giving users full customization, programming and control of their home appliances and electronics. Wireframes, comps, interaction/prototypes, designs and usability testing.

**Lead Ux/UI Designer | SADA****12/13 - 01/15**

Lead Ux/UI Designer creating mobile and desktop, cloud-based apps. Clients include Hilton Hotels, City of Chicago and Southwestern Energy. User journeys, wireframes, interaction/prototypes, user testing and ui/visual designs. Stakeholder/client presentations.

**Sr Ui/Visual Designer | PComm****11/12 - 12/13**

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

**Sr Visual/Ui/Multimedia Designer | Panasonic Avionics****01/12 - 11/12**

Sr Visual/Ui/Multimedia Designer. Concept to final design for onBoard GUIs, web experiences, mobile, multimedia presentations, print, advertising, marketing and packaging.

**Sr Interactive Art Director | Activa****02/08 - 01/12**

As Sr Interactive Art Director, led a team of designers, copywriters and 3D artists creating multi-channel digital campaigns including product, event and ecomm for clients such as Warner Bros, EA Sports, NBA, NFL and NHL. Directed photo shoots. Client presentations.

**Creative Director/Lead Designer | 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