





Blurring the lines between product designer & MBA. 8+ years experience leading design in harmony with other departments to cut through the noise & propel businesses forward. I love creating & implementing design systems, mentoring other designers, & making resources to improve our efficiency & impact.

- 15+ products 
- Figma expert 
- Design systems wizard 
- Framer developer 

Principal Product Designer

Salt May 2023 - Present

Founded my own design consultancy to build high-performing products & brands, with an added focus on making tools for designers.

- Secured a handful of anchor clients (mostly startup & growth) primarily through referrals from past clients & teammates.
- Exceeded client expectations with clear processes, value-based proposals, & stretch goals for early delivery or bonus output.
- So far, my 4 published resources have helped 1,500 designers create better & faster.
- Created extensive brand systems that strengthen messaging, market position, & target audience engagement.
- Harnessed no-code tools to fully integrate client web presences with core business flows, including custom CMS, 3D interaction design, e-commerce setup, & CRM automation.

Experience Designer

Symplr Jul 2018 - May 2021

Established the design team on a PE-fueled rocket ship. I helped write and then scale the playbook to overhaul & connect a string of subsequent acquisitions into a suite of enterprise SaaS.

- Built, maintained, & facilitated adoption of our 1st (and 2nd) design system for web & mobile, significantly improving design/dev efficiency, build quality, & platform cohesion.
- Led design on 5 adaptive web apps & 1 native mobile app serving 3,300+ hospitals & 83% of the payer market.
- Helped our PE ownership secure a favorable exit by efficiently unifying products into a more powerful and easy to use platform.

Tools & Technologies

Figma, Figjam, Adobe Creative Suite, html/css/javascript, Tailwind, Lyssna, UserTesting, Maze, Python, Framer, Webflow

Senior Product Designer

Dialexa an IBM company May 2021 - May 2023

Honed my skills as a design lead, consultant, & mentor, multiplying the total impact I bring to each company's biggest goals.

- Led design on 5 client engagements. I excelled at building trust, using research to determine the best information architecture, & enhancing collaboration with designers & developers for maximum efficiency.
- Typically 12-16 weeks, I kept projects on schedule & aligned with client expectations, delivering an industry-leading time-to-value & NPS (61).
- Took on internal initiatives building resources, centralizing knowledge, updating process, & fostering community in a rapidly scaling consulting practice. (doubled in 2 years & acquired by IBM Q4 2022)
- Invested in junior designers, providing opportunities for soft & hard skill development throughout each project.
- Built & shared an advanced re-skinable design system, saving designers & devs countless hours across simultaneous projects.
- Pioneered a Brand Library to speed up the creation of on-brand deliverables, including powerful slide components.
- Co-led the Figma Organization Committee to improve team efficiency.
- Co-led a culture and team building effort: Design Team Field Day.
- Conducted & presented research on the state of Design Team Culture & the most impactful drivers for both in-person & remote teammates.

Founder & Head of Experience

Craftwork Jan 2015 - Jul 2018

Partnered with a good friend to pitch, launch, & grow a novel startup utilizing craft coffee bars to add an additional revenue stream & built-in community, marketing, & staffing to the coworking model.

- Raised 1.25M over three rounds starting with friends/family & expanding to strategic/institutional.
- Scaled operations, infrastructure, & leadership to support 2 locations & expand into roasting, breaking 1M annual revenue in just over 2 years.
- Championed design sprints to create consistent, quality experiences, whether digital (online ordering, new member signup, ad campaigns, website, etc.) or in-person (barista training, service design & bar flow, member programs, etc.)

EDUCATION

User Experience Design Certificate ♦ Springboard

2018

Accounting ♦ McCoy School of Business at Texas State University

2015