

Designer with 14+ years across product design, brand, web, marketing, and photography. 8+ years of product design experience specializing in complex multi-stakeholder platforms, design systems, and enterprise SaaS. Background in commercial photography, e-commerce, and full-stack marketing. Track record of measurable impact: doubling product activation, shipping design systems at scale, building brands for companies later acquired, and generating leads and revenue through marketing systems.

EXPERIENCE

Oct 2024 to Jul 2025

Contractor from Jul 2024

REMOTE

Lead Product Designer

Carde.io

B2B/B2C marketplace platform serving players, game stores, and enterprise publishers. Four products, 6+ user types, greenfield 0-to-1.

- Architected a role-based permission model across two governance tiers serving 6+ user types. Reduced operator errors by 55% and cut task time by 43%.
- Shipped a ShadCN + Tailwind-mapped design system serving 4+ live publisher-branded platform instances from a single component library with zero per-brand rebuilds.
- Designed a two-sided permissioned workflow for store-to-publisher relationships that led directly to a second enterprise contract.
- Built Ludwig, a greenfield enterprise publisher workflow platform for Ravensburger. Hired and directed freelance designers.

Oct 2022 to Oct 2024

REMOTE

Product Designer

Randstad RiseSmart

B2B2C career coaching product. Enterprise renewals at risk.

- Drove coach-call conversion from 22% to ~50%; reduced time-to-first-session from 13 min to 6 min; cut onboarding drop-off by ~30%; doubled product activation.
- Reviewed 300+ session recordings and conducted 38 interviews across three cohorts before any design work began.
- Facilitated cross-functional alignment workshops establishing the first shared service definition across Product, Marketing, Sales, and Coaching.

Jun 2018 to Aug 2022

AUSTIN, TX ·
REMOTE

Lead Product Designer

OnlineMedEd (acquired by Archer Review)

Medical education platform used by 76% of U.S. medical students. Sole junior designer to Lead over four years.

- Designed the Scheduler end-to-end: a 0-to-1 study planning system driving a 30-40% lift in non-video content engagement.
- Designed the institutional dashboard enabling an enterprise sales motion that had not previously existed.
- Owned the platform's design system, illustration library, and UI language over four years.

Jan 2018 to Present

SEATTLE, WA ·
REMOTE

Senior UX/UI Designer

Freelance / Contract

- Enterprise UX/UI work including Norwegian Cruise Line (real-time fleet operations dashboard), Briggo/Costa Coffee (mobile ordering and kiosk UX; Good Design Award, 2022), and high-fidelity UI for a video surveillance platform.

Mar 2016 to Jun
2018
AUSTIN, TX · LOS
ANGELES, CA

Head of Content & Design
BrightDey Marketing

Brand strategy, web design, and digital marketing for e-commerce, events, and B2B clients.

- Zelus Analytics: Created brand identity, logo, responsive website, and team headshot photography for a sports intelligence platform serving MLB, NFL, NHL, and NBA teams (acquired by Teamworks, 2024).
- The Violet Vixen: Owned all brand, design, and marketing across web, email, social, and print. Built a Messenger chatbot lead gen flow generating 1,000+ leads and \$34K in revenue over four months. Designed and launched the Shopify storefront.
- Winter Fest OC: Designed and built the event website (WordPress) and produced large-format environmental signage with fabrication-ready production specs.
- GetGlobal 2017: Managed digital marketing for a 1,000+ attendee international business summit featuring Fortune 500 keynotes.
- Built responsive WordPress websites and landing pages for 10+ additional brands.

ADDITIONAL EXPERIENCE

2012 to 2017	Technical Support · VerticalResponse, BigCommerce, Natera Client-facing technical support across email marketing, e-commerce, and healthtech SaaS. HTML/CSS troubleshooting, account setup, and clinician coordination.
2011 to 2014	Marketing · UpOut, LiveExercise, Zivity (San Francisco, CA) Marketing strategy, content creation, social media management, and community operations. Newsletter management (23% open rate), SEO, campaign analytics, and user research.

SKILLS & TOOLS

DESIGN	Product design Brand identity Design systems Visual design Illustration Photography Art direction Web design Information architecture Interaction design
MARKETING	Email marketing Social media Facebook ads SEO A/B testing Landing pages Campaign creative
RESEARCH	User interviews Behavioral analysis Session recording review Stakeholder workshops Field research
TOOLS	Figma Framer Webflow WordPress Shopify Adobe Creative Suite FullStory Hotjar Notion

EDUCATION

Bloc UX/UI & Frontend Design · 2017 to 2018	Academy of Art University Commercial Photography · 2013 to 2014
City College of San Francisco AA&S, Sociology · 2011 to 2012	Navarro College AA&S, Multimedia · 2009 to 2010