

Product Design with 9+ years leading end-to-end UX across enterprise, retail, and healthcare platforms. Mentored 5 designers (2 promoted to Senior) and established org-wide critique frameworks at Lowe's. Expert in user research, design systems, and AI-accelerated prototyping, consistently translating complex user needs and business goals into measurable product outcomes. Proven collaborator across product, engineering, and executive stakeholders, with deep fluency in both 0→1 innovation and large-scale portfolio design.

Core Product Design

- Product discovery & strategy
- End-to-end UX/UI design
- Design systems & accessibility (WCAG)
- Information architecture & interaction design
- Data visualization & dashboard design

Research & Validation

- User research (qualitative & quantitative)
- Usability testing (remote & in-person)
- A/B & multivariate testing
- Heuristic evaluation & card sorting
- Data analysis & synthesis

Design & Prototyping

- Wireframing (low → high fidelity)
- Interactive prototyping
- User flows & task flows
- Storyboarding
- Motion & micro-interaction design

Tools

- Figma, Figma Make (AI), FigJam
- Framer, ProtoPie
- Miro, Sketch
- Jira, Confluence
- Adobe Creative Suite
- HTML & CSS
- AI workflows: ChatGPT, Claude, Julius, prompt-assisted design

Education

- **Master of Arts in Design Management**
Savannah College of Art & Design
- **Bachelor of Fine Arts in Industrial Design**
Savannah College of Art & Design
- **Bachelor's Degree in Communications**
Universidad del Sagrado Corazón
- **UX/UI Design Bootcamp**
Ironhack

Certifications

- **Product Manager with GenAI Certificate**
Virginia Tech
- **Product Manager Professional Certificate**
IBM

Experience



Lowe's Companies, Inc.
Senior Product Designer

Charlotte, NC | Aug 2020 – Feb 2026

- Led product design across Lowe's largest customer-facing retail experiences, including Cart, Product Discoverability, Upselling, Fulfillment, and Self-Checkout, serving millions of customers while shaping UX strategy across a complex, multi-product enterprise portfolio.
- Drove measurable impact across the portfolio, key highlights:
 - Staggered Delivery (Fulfillment): Designed Smart Grouping recommendations and an AI companion that reduced cognitive load for associates managing split deliveries, enabling faster, more confident decisions. Generated \$150M in incremental revenue and \$10.2M in net margin by simplifying complex delivery coordination for customers and associates.
 - Mentored 5 designers, 2 promoted to Senior, established a critique framework now adopted org-wide.
 - Built and evolved design standards and reusable patterns that reduced design debt and shortened design-to-dev handoff cycles across teams.
- Owned end-to-end design execution from discovery and research through wireframes, high-fidelity designs, and interactive prototypes accelerating delivery and cross-team alignment.
- Partnered closely with Product Management and Engineering to align UX strategy with roadmap priorities, balancing user needs, business goals, and technical constraints.
- Facilitated participatory design and research activities, usability testing, card sorting, workshops, and prototype co-creation uncovering user needs and validating solutions.
- Leveraged AI-first tools (Figma Make, prompt-assisted ideation) to accelerate prototyping cycles, cut design iteration time, and maintain accessibility and design-system consistency.
- Influenced portfolio-level design direction by contributing to strategic discussions and championing user-centered decision-making across stakeholders.



GE HealthCare
Senior Product Designer

Waukesha, WI | Jan 2019 – Jul 2020

- Designed enterprise healthcare experiences supporting clinicians and hospital teams, transforming complex medical device workflows and operational data into intuitive, accessible digital solutions.
- Partnered with product managers, engineers, clinical stakeholders, and regulatory teams to define scalable interaction models, information architecture, and user experiences for healthcare platforms.
- Conducted user research, workflow analysis, and usability testing to identify clinical pain points and improve efficiency across complex healthcare processes.
- Created high-fidelity prototypes, design specifications, and data visualization experiences that enabled accurate implementation and supported informed decision-making for medical professionals.



iTracHEALTH Corp
Lead Product Designer

Miami, FL | May 2017 – Dec 2018

- Led end-to-end product design from concept to launch for innovative mobile and tablet healthcare experiences, improving engagement and usability for patients, caregivers, and healthcare providers through intuitive, accessible digital workflows.
- Conducted user interviews, usability testing, and qualitative research to identify user needs, uncover pain points, and translate insights into impactful product improvements.
- Partnered with product managers, engineers, and healthcare stakeholders to define user flows, interaction patterns, and visual designs that enhanced digital health experiences and supported clinical workflows.
- Created wireframes, prototypes, and detailed design documentation to facilitate development collaboration, ensure design consistency, and deliver scalable healthcare solutions.



Ironhack
Instructor UX/UI

Miami, FL | Jun 2018 – Dec 2018

- Instructed an intensive 8-week bootcamp covering the fundamentals of User-Centered Design, including user research, rapid prototyping, heuristic evaluation, UI fundamentals, and color theory.
- Delivered curriculum across four core modules: Design Thinking & Design Sprint, User Research, Information Architecture & Interaction Design, and UI Fundamentals & Color Theory.

Additional information available upon request