

PROFESSIONAL SUMMARY

- Lead Product Designer with 10+ years architecting user-centered experiences across web, mobile, and enterprise platforms for global organizations including Amazon, AT&T, Verizon, Ford, Prudential, and LG.
- Architected and scaled enterprise design systems at Amazon and Prudential, unifying design language across 8+ product teams and cutting design-to-development handoff time by 40%.
- Delivered company-level impact through AI-augmented, data-informed design across AT&T, Ford, and LG: +35% engagement, -60% reporting time, +38% conversion rate, +22% feature adoption.
- Built and led high-performing design organizations, mentoring 10+ designers and driving alignment among product, engineering, and executive stakeholders across complex enterprise environments.
- Trusted to convert ambiguous, zero-to-one problems into clear product vision and scalable systems, including leading the AI-augmented BYOD experience redesign for Verizon Business Group.

EXPERIENCE

Rewark University – Newark

Sept 2026 – Present

Adjunct Professor · Part-Time

- Design and deliver coursework across two sequential courses, taking students from core interaction design fundamentals through more advanced design thinking and systems level problem solving
- Bring real world enterprise design practice into the classroom, grounding assignments in the same process used on Fortune 500 products: research, journey mapping, prototyping, and iteration based on user feedback
- Mentor students on portfolio development and critique, giving them direct, industry level feedback on craft and reasoning, not just visual polish
- Assess student work against professional grade standards for research, usability, accessibility, and design rationale

Verizon Business

Jul 2025 – Sept 2026

Lead Product Designer

- Leading end-to-end product design for BYOD experiences across web and mobile platforms
- Navigating ambiguous problem spaces to redefine B2B onboarding and device configuration journeys
- Designing AI-powered features like Scan IMEI and auto-configuration to streamline user workflows
- Driving stakeholder alignment while mentoring designers on systems thinking and execution

AT&T

Nov 2022 – Jun 2025

Senior Product Designer

- Owned end-to-end CX design for native apps serving 50M+ users, from research through execution
- Applied data-informed design practices: +35% engagement, -28% support tickets
- Translated complex requirements into streamlined user journeys across multiple touchpoints

Amazon AWS

May 2022 – Oct 2022

Sr. Product Designer

- Designed enterprise B2B dashboards for AWS marketing budget allocation, improving financial visibility
- Built intuitive budget management interfaces translating complex financial data into actionable insights
- Leveraged data-informed design to increase feature adoption by 22%

Prudential

May 2021 – Apr 2022

Sr. UX/UI Designer

- Led strategic redesign of PruXpress, a \$44.2B business platform, transforming requirements into clear product vision
- Built and scaled design system adopted by 8+ teams: -40% design-to-development handoff time
- Facilitated workshops and stakeholder sessions to align cross-functional teams on product direction

Ford

Aug 2020 – Apr 2021

User Experience Lead

- Designed data-intensive dashboards for telematics and reporting, improving real-time monitoring
- Applied data-informed design: -60% reporting time, +45% task completion
- Simplified complex system workflows into intuitive experiences for diverse user groups

LG Electronics

May 2019 – Apr 2020

Sr. UX/UI Designer

- Delivered mobile-first UX solutions backed by data analysis and user behavior insights
- Improved conversion rates by 38% through iterative design, testing, and optimization
- Designed end-to-end customer journeys across purchase, registration, and retention flows

Verizon

May 2016 – Apr 2019

UX & Visual Design Lead

- Led end-to-end design for enterprise and consumer HR products
- Established scalable UI patterns and contributed to design system foundations
- Improved employee experience, increasing satisfaction scores by 42%

Huge

May 2014 – Apr 2016

Graphic & UX Designer

- Attended pitch meetings to evangelize user experience design and secure client buy-in for UX work, resulting in 65% increase in UX project adoption.
- Restructured the agency's knowledge base to include mobile design standards, more comprehensive and user-centered data collection tools and templates.
- Worked with client stakeholders to define business goals and user needs, then matched them with appropriate formative and evaluative research methods.

EDUCATION

School Of Visual Arts

Sept 2016-Jun 2018

New York, NY

Pratt Institute

Sept 2014-Jun 2016

New York, NY

SKILLS

Product Design

Journey Mapping, Personas, Wire-framing, Prototyping, Information Design, Information Architecture, Accessibility (WCAG 2.1/2.2) Javascript, HTML, CSS

Systems & Strategy

Design Systems, Design Thinking, Strategic Design, Cross-functional Leadership, Mentorship

Design Tools

Figma, Sketch, Adobe Creative Suite, Miro, FigJam, InVision, Zeplin, Framer, ProtoPie, Storybook

Research & Testing

A/B Testing, Maze, UserTesting, Hotjar, Microsoft Clarity, Optimal Workshop, WAVE, Stark, Rapid Concept Testing

AI-Augmented Design

Figma Make, Claude Design, ChatGPT, Gemini, Midjourney, DALL-E, Stable Diffusion, Magic Patterns, Jitter, Framer

Analytics & Data

Google Analytics 4, Amplitude, Mixpanel, Tableau, Looker, SQL (Basic), Heatmap Analysis, Velocity Querry, Medallia, Adobe Analytics