

# Turning *ideas* into *delightful user experiences* for 8+ years

15+ products	
Millions of users	
Proven leader	

## Principal Product Designer



Salt

Jun 2023 - Present

Founded my own design consultancy to build high-performing products with brands and create resources & tools for designers.

- Secured a handful of anchor clients, (mostly startups and entrepreneurs,) built a pipeline of sales pursuits, and planned a content calendar to provide additional client value and assist with marketing.
- Crafted initial brand guidelines & identity
- Developed a roadmap & milestones to organize in-progress resource development and queue additional efforts
- Released my first collection of resources on Figma Community.
- Followed up shortly with revisions/updates based on feedback to demonstrate commitment and test engagement impact.
- Released my first Framer template with refined components and thoughtful documentation

## Senior Product Designer



Dialexa, an IBM company

May 2021 - May 2023

Further developed my skills as a designer, consultant, and mentor, multiplying the total impact I bring to each company's biggest goals.

- Led design on 5 client engagements, often back-to-back, each time with a completely new team.
- Invested in junior designers, targeting opportunities for soft and hard skill development throughout each project
- Focused major additional effort on building resources, centralizing knowledge, updating process, and fostering community in a rapidly scaling consulting practice. (doubled in two years & acquired by IBM in late 2022)
  - DNA Design System
  - Dialexa Brand Library
  - Figma Organization Committee
  - Design Team Field Day
  - Design Team Culture Research

## Experience Designer



Symplr

Jul 2018 - May 2021

Established the org's design department and demonstrated value with successful pilot launch of our capital equipment solution. Carried momentum into strategy & implementation of the top board initiative: weaving 7 acquired products into an integrated platform experience.

- Built, maintained, and facilitated adoption of our 1st (and 2nd) design system for web and mobile, significantly improving design/dev efficiency, build quality, & platform cohesion.
- Led design on 5+ cross platform web apps and 1 native mobile app serving 3,300+ hospitals and 83% of the payer market
- Orchestrated the realization of a seamless platform of enterprise software helping the board attract its next equity partner at a premium valuation.

## Founder & Head of Experience



Craftwork

Jan 2015 - Jan 2018

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

- Raised 1.25M over three rounds starting with friends/family and expanding to strategic/institutional
- Scaled operations, infrastructure, and leadership to support 2 locations and 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, marketing, 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