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BACKGROUND SUMMARY

Product Designer; Passionate about user-centric, innovative product experiences.

USER-CENTERED DESIGN
VISUAL DESIGN
ATTENTION TO DETAIL
COLLABORATION

DESIGN THINKING
INTERACTION DESIGN
PROJECT MANAGEMENT
TEAM MANAGEMENT

HIGH-FIDELITY PROTOTYPING
INFORMATION ARCHITECTURE
USER RESEARCH
WIREFRAMING

KEY ACCOMPLISHMENTS

- Promoted from UX/UI Designer to UX Design Manager within six months at Premier Research Labs for outstanding leadership, innovative design solutions, and driving impactful user experiences
- Led a team to redesign a complex, multi-audience e-commerce website, reducing bounce rates by 18% and increasing overall e-commerce revenue by 15%
- Facilitated user research and implemented research results into a SaaS multiple platform application for a client that drove user engagement by 20%
- Secured 2nd Best in Show at IDSA Metropolitan State University of Denver's Senior Design Showcase, exemplifying design excellence and innovation

PROFESSIONAL EXPERIENCE

PREMIER RESEARCH LABS

AUSTIN, TX (2023 – PRESENT)

UX Design Manager 2024 – Present
UX/UI Designer 2023 - 2024

- Promoted from UX/UI Designer to UX Design Manager within six months at Premier Research Labs for outstanding leadership, innovative design solutions, and driving impactful user experiences
- Led a team to redesign a complex, multi-audience e-commerce website, reducing bounce rates by 18% and increasing overall e-commerce revenue by 15%
- Conceptualized and executed over 500 advertisements, including interactive and gamified content, increasing the Meta Ad ROAS from 0.81 to 3.4
- Redesigned the checkout experience for Quantum Nutrition Labs, a sub-brand, resulting in a 26% decrease in user bounce rates

GOLD CREATIONS

BOULDER, CO (2018 – 2023)

Product Designer

- Delivered effective user interface design solutions for clients and stakeholders, including a successful SaaS app using user-centered design methods within a tight 3-month timeline
- Facilitated user research including AB testing to identify user flows and motivations, guiding iterative design solutions resulting in a 15% increase in user engagement
- Collaborated with and mentored design team to introduce new features in an e-commerce mobile app in 4 weeks, driving engagement by 20% in one weeks

SMARTWOOL, A VF COMPANY

DENVER, CO (2018 – 2023)

Industrial Designer

- Designed a dog bed using circular production methods from concept to execution in order to drive new revenue, which achieved a 90% sell-through rate in six weeks
- Collaborated with marketing and product managers in an agile environment to design and launch a B2C e-commerce product that achieved a 100% sell-through rate in one day
- Present strategic design recommendations based on user feedback and testing to global cross-functional teams including Engineering and Product Management

THE FULLCIRCLE PROGRAM

DENVER, CO (2015 - 2018)

Event Designer

- Spearheaded service design for an annual multi-state convention, creating interactive art, apparel, and advertisements, increasing attendance by 40% in the first year
- Designed and developed impactful apparel and merchandise that maintained and created brand identity, boosting program awareness and funds while strengthening community bonds
- Assisted in planning and creating execution strategy for impactful events that communicated program values, offering transformative experiences for youth participants and families

EDUCATION/TRAINING

METROPOLITAN STATE UNIVERSITY
OF DENVER

Bachelor of Science in Industrial Design
2018 - 2022

START THE UX DESIGN PROCESS:
EMPATHIZE, DEFINE, AND IDEATE

Coursera
2022

FOUNDATIONS OF USER
EXPERIENCE (UX) DESIGN

Coursera
2022

COMMUNITY

AMERICAN RED CROSS
Volunteer

Aug 2023 - Sep 2023
Lahaina, HI

- Coordinated and distributed essential supplies including food, water, and medical aid to wildfire-affected families in Lahaina, Maui, ensuring timely and equitable resource allocation
- Managed and maintained shelter facilities by overseeing sanitation, safety protocols, and space utilization, providing a secure environment for over 200 displaced residents
- Served as a liaison between affected families and local/federal aid agencies, guiding them to relief options and processes to expedite their access to needed assistance and services

THE CORNERSTONE PROGRAM
Volunteer

Feb 2019 - Sep 2023
Centennial, CO

- Serve as a dedicated sponsor for teenagers in the program, providing emotional support, mentorship, and structured guidance throughout their journey towards sobriety
- Assist in the conceptualization and setup of fundraising activities, sobriety workshops, and group meetings, contributing to community engagement and program support
- Contribute to the maintenance and upkeep of the facilities, ensuring a safe, sanitary, and supportive environment conducive to recovery and long-term well-being

INTERESTS

- Craft captivating videos, melding storytelling with visual artistry
- Sketch visions onto paper, capturing moments and emotions
- Dedicate heart and hands to community causes through volunteering
- Ride the waves with surfing and master the slopes via snowboarding
- Take exhilarating leaps, seeking thrill through cliff-jumping
- Sculpt physique and mind by committing to rigorous weightlifting routines
- Channel creativity into soulful tunes, weaving emotion into music