

EXPERIENCE

Genesys, Lead Product Designer

2021-Present | Remote, Durham, NC

- Guided the full life cycle of designs as an individual contributor and mentor to other junior designers from envisioning to concept design to prototyping to research to execution in an iterative manner while prioritizing work across multiple projects.
- Support the Self-Service Automation, Workforce Engagement Management, and Platform teams to conceptualize, design, and create features and functionality solutions for a complex cloud customer experience, contact center platform, and web solutions for over 2M+ users.
- Fostered collaboration with product managers, developers, researchers, and other designers to ensure efficient and consistent design and delivery of innovative complex solutions.
- Facilitated Design Thinking Workshops, research plans, and iterative designs to discover customer insights and pain points to recommended opportunities across high-profile products to improve user experience.
- Clearly presented executive-level playbacks that articulate compelling research insights, inspirations, recommendations, and short to long-term strategic roadmaps.
- Utilized and continuously evaluated the design system and products to create new components and UI elements for consistency, best practices, and increased productivity throughout teams.
- Mentored designers and facilitated design critiques to promote growth, communication, and continuity.
- Advocate for all users and champion inclusive and user-centered design practices.

Lenovo, Senior User Experience Designer and Technical Lead

2019-2021 | Morrisville, NC

- Comfortable and enthusiastic in managing complex and highly technical projects from end-to-end experiences for software and web-based applications within a global, fast-paced, agile, and iterative process.
- Gathered research, data, and information through conducting quantitative and qualitative activities to promote data-driven, inspired, or informed design decisions that are clearly articulated across peers, stakeholders, and customers.
- Served as liaison and first point of contact between Lenovo and Microsoft, including attending forums and CLIP meetings for OEMs, presenting and discussing voice of customer concerns and data.
- Drove strategic vision, UI/UX design, and implementation for software applications, dashboards, and responsive web end-to-end client experiences with data-driven solutions.
- Communicated solid design and development understanding to global cross-functional teams within an Agile environment.
- Increased on-boarding activations by 50% through overhauling Lenovo Welcome, an on-boarding application with 400K+ daily activations preloaded on all Lenovo devices.
- Facilitated as technical lead, supporting the design and development of 9 internal sites, managing IT contractors, and security within the sites.
- Awarded and acknowledged by Vice President for “Employee of the year” in 2021.

Lenovo, Senior Strategic Designer

2018-2019 | Morrisville, NC

- Fostered strong relationships with high-profile clients including, Microsoft, Intel, Medion, and InVision.
- Launched and implemented a brand-new team of engineers and researchers to produce periodic data-driven tasks through infographics, animations, posts, eNewsletters, and reports.
- Created and authored journey mappings and competitor analyses on company products.
- Conceptualized and established future trends interactive research booklet with 30+ pages directed for senior leadership to make business decisions, utilize data in executive presentations, and understand future trends.
- Took an active role in establishing and communicating individual and team goals with projects from ideas to production.
- Honored with the “Most Helpful Team Members Award in 2018.
- Pioneered all aspects of design, development, analytics, and security of 9 internal websites.

Lenovo, Senior User Experience Designer and Technical Lead

2016-2018 | Morrisville, NC

- Led Lenovo Vantage, a preloaded software application used for consumers, commercial, and gaming devices with over 2M+ active daily users with the ratings increasing from 2.4 to 3.6.
- Developed, presented, and communicated complex ideas and strategies to all audiences in technical and user-friendly language.
- Managed process improvement initiatives and additional utilities focused on enhancing the performance and productivity of the team.
- Documented the design intent for business and technical audiences, using site maps, wireframes, and interactive prototypes with appropriate functional and behavioral annotations.
- Partnered with users and business stakeholders to understand methods for providing remarkable and memorable user experiences.

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Lenovo/CTG Group, [Web Designer and Developer](#)

2014-2016 | Morrisville, NC

- Developed, debugged, and revised content management system templates to allow web content writers to produce pages without understanding the code.
- Collaborated across global teams of designers, product owners, project managers, and developers in a fast-paced Agile environment.
- Created comprehensive wireframes and sitemaps to understand better customer journey flows of scenarios.
- Coordinated the redesign of Lenovo's website through development, A/B testing, performance testing, and analytical tracking strategy.
- Trained over 50 global employees on quarterly updates within the content management system, additional features, and functionality.

First Citizens Bank, [Senior Programmer Analyst](#)

2013-2014 | Raleigh, NC

- Served as the only developer to support the firstcitizens.com and the firstcitizens.mobi site web applications.
- Invented and deployed new modules and pages to revise the user experience.
- Administered and maintained Google Tag Manager and Google Analytics, which included understanding, reading, and analyzing data to communicate progress against the product roadmap.
- Launched a redesigned website to improve accessibility, experience, and functionality.

Allen Interactions, [Interactivity Developer](#)

2011-2013 | Tampa, FL

- Implemented creative instructional design from prototype to producing final e-learning course.
- Prepared meaningful, memorable, and motivational e-learning experiences utilizing the Agile development process.
- Designed and composed UI/UX visuals, including developing of eLearning courses and conducting quality assurance.
- Executed Successive Approximation Model processes for an iterative design approach to deliver incremented releases.
- Devised custom WordPress themes for B2B clients, including membership sites, branded log-in screens, documents, depositories, and employee portals.

PREVIOUS EXPERIENCE

[Designer and Developer Consultant](#) (2007-2011) Self-Employed, Tampa, FL;
[Senior Web Designer](#) (2005-2007) for Triad Digital Media, Tampa, FL;
[Senior Graphic Designer](#) (2003-2005) for OTT-LITE Technology, Tampa, FL;
[Art Director](#) (2001-2003) for Doubletake Studios, Tampa, FL;
[Junior Art Director](#) (1999-2001) for Yesawich, Pepperdine and Brown Agency, St. Petersburg, FL

EDUCATION

[Bachelor of Arts in Business and Marketing](#)
University of Phoenix, Tampa, FL

[Associate of Arts in Visual Design and Videography](#)
Tampa Technical College, Tampa, FL

[Accessibility: How to Design for All](#), The Interaction Design Foundation, 2022
[Information Visualization](#), The Interaction Design Foundation, 2022
[Certified ScrumMaster](#), ScrumAlliance, 2022
[Design Thinking Certified](#), Explorer and Practitioner, Genesys, 2021, 2022
[Business Analytics](#), Harvard Business School Online, 2019
[PHP](#), University of South Florida, 2010
[JavaScript](#), University of South Florida, 2009

SKILLS

Miro	After Effects	Microsoft Client Portal	JavaScript
Figma	Usability Testing	HTML	WordPress
Axure RP	User Research	CSS	UserTesting
InVision	Google Analytics	Bootstrap	UserZoom
Adobe XD	Qualtrics	XML	Microsoft Insights Dashboard
Illustrator	Jira/Confluence	PHP	
Photoshop	Agile	MySQL	