

EXPERIENCE

Chewy / Senior Product Designer

February 2023-Present, Raleigh, NC (Remote)

- Leads specialized projects in authentication and fraud, crafting customer-centric solutions through that boosted customer acquisition and improved overall user experience, driving business growth.
- Accelerated a multi-year project and set a solid foundation for future enhancements by significantly updating complex and critical authentication user flows.
- Applies diverse technical and design skills, resulting in innovative solutions for future testing, road map influence and ease of communication to peers, leadership and stakeholders.
- Significantly enhances user convenience by reducing the need to continuously sign in by launching the Keep Me Logged In feature, resulting in over 275K customers enabling this feature at the launch.
- Leads passwordless, social login and account creation, which resulted in 300K+ new customers at the initial launch, and existing Chewy customers embraced the benefit of more convenient methods to access a Chewy account.
- Forges strong relationships with cross-functional colleagues and stakeholders and the ability to earn trust by fostering constructive relationships.
- Facilitates quarterly workshops to address critical issues, encourage cross-departmental collaboration, and inspire innovative solutions, contributing to overall team efficiency and project success rates.
- Launched a self-service order block solution resulting in a 25% reduction of customer calls into customer service and generated order submissions, and reduced friction for customers.
- Community Chair for Access for All, a Team Member Resource Group for individuals with disabilities.

Genesys / Lead Product Designer

September 2021-February 2023, Durham, NC (Remote)

- Supported a comprehensive contact center platform (Self-service Automation, Workforce Engagement Management, and Platform) team to conceptualize, design, and optimize functionality solutions, driving increased user engagement and providing effective solutions for over 2M users.
- Orchestrated the end-to-end design process, from conceptualization to execution, mentoring junior designers and boosting team efficiency and user satisfaction.
- 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.
- Directed and presented executive-level playbacks that articulate compelling research insights, inspirations, recommendations, and short to long-term strategic road maps.
- 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.
- Facilitated bi-weekly design review meetings, fostering a collaborative environment that guided improvement in project efficiencies and reduced design errors.
- Led the redesign of AppFoundry, a marketplace hosting 500+ apps from 300+ partners, serving 1,100+ active cloud organizations, enhancing UX and adoption.

Lenovo / Senior User Experience Designer and Technical Lead

June 2019-September 2021, Morrisville, NC (Hybrid)

- Managed the end-to-end experiences of ambiguous complex and technical projects simultaneously for software and web-based applications within a global, fast-paced, and Agile environment.
- Gathered insights and data through quantitative and qualitative research to promote data-driven, inspired, and informed design decisions articulated across peers, stakeholders and leadership.
- Served as liaison and first point of contact between Lenovo and Microsoft, presenting and discussing the voice of customer concerns and data to improve customers' experience.
- Defined strategic vision, UI/UX design, and implementations for products at any stage of the life cycle.
- Articulated solid design and development understanding of global cross-functional teams within an Agile environment.
- Overhauled a preloaded Lenovo on-boarding application, Lenovo Welcome, and improved device activations by 50% with 400K daily users.
- Designed, developed, and implemented analytics on nine internal sites, managing IT contractors and security within the sites with ongoing support.
- Awarded and acknowledged by the Vice President for "Employee of the Year."

SKILLS

Tools:

Figma, Axure RP, InVision, Adobe XD, Miro, Lucid, Illustrator, Photoshop, After Effects, Usertesting.com, Design Systems, Content Management Systems, Confluence, and Jira

Methods:

Qualitative and quantitative research, Agile Methodologies, usability testing, and A/B testing

Data Analytics:

Google Analytics, Google Tag Manager, Microsoft Client Portal, Microsoft Insight Dashboard, and Tableau

Development:

HTML, CSS, Bootstrap, XML, PHP, SQL, and JavaScript

EDUCATION

**Master of Professional Studies
User Experience Design**
Maryland Institute College of Art

**Bachelor of Science
Business and Marketing**
University of Phoenix

CERTIFICATES

AI for Visual Design
Designlab, 2024

Storytelling to Present UX Work
NN/g, 2023

Project Management Simplified
LinkedIn, 2023

Accessibility: How to Design for All
IxDF, 2022

Information Visualization
IxDF, 2022

Certified ScrumMaster
ScrumAlliance, 2022

Design Thinking Facilitator
Genesys, 2022

EXPERIENCE

Lenovo / Senior Strategic Designer

August 2018-June 2019, Morrisville, NC

- Established a new team of engineers and researchers to produce periodic data-driven tasks through info graphics, animations, posts, e-newsletter, and reports.
- Created and authored journey mappings and competitor analyses on company products.
- Conceptualized and established future trends interactive research booklet with 30+ pages for senior leadership to make business decisions, utilize data in executive presentations, and recognize forthcoming trends.
- Fulfilled an active role in establishing and communicating individual and team goals with projects from end to end.
- Achieved top recognition as the recipient of the 'Most Helpful Team Member' award, showcasing exceptional dedication and support in optimizing team productivity and fostering a collaborative work environment.

Lenovo / Senior User Experience Designer and Technical Lead

June 2016-August 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.
- Articulated complex technical strategies to diverse audiences, enhancing team collaboration and reducing project miscommunication, achieving an increase in project success rate.
- Managed process improvement initiatives and other utilities focused on enhancing the performance and productivity of the team.
- Documented the design intent for business and technical audiences, using site maps, wire frames, and interactive prototypes with appropriate functional and behavioral annotations.
- Partnered with users and business stakeholders to recognize methods for providing remarkable and memorable user experiences.

Lenovo - Computer Task Group / Web Designer and Developer

November 2014-June 2016, Morrisville, NC

- Transformed, 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 with over 75M+ visitors a day.
- Trained over 50 global employees on quarterly updates within the content management system, other features and functionality.

First Citizens Bank / Senior Programmer Analyst

October 2013-November 2014, Raleigh, NC

- Sole developer to support First Citizens' website and mobile application for personal, small business, commercial, and wealth customers.
- Launched a redesigned website to improve accessibility, experience, and functionality for 5M+ customers.
- Engineered a content management system tailored to the company's needs, streamlining content updates and approval processes and reducing content publishing time.
- Administered and maintained Google Tag Manager and Analytics, analyzed data, communicated progress and trends to key stakeholders to track progress and influence the road map.

Allen Interactions / Interactivity Developer

December 2011 - June 2013, Tampa, FL

- Implemented creative instructional design from sketches to interactive prototypes to a developed e-learning course for Fortune 500 companies.
- Executed Successive Approximations 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, repositories 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;