

## Director, Product Design

*Adept professional with a robust record of transformative leadership and strategic savviness, excelling in Product Design roles.*

Astute at orchestrating cutting-edge user experiences (UX) by harnessing the fusion of design acumen and technical finesse. Pioneered the inception and maturation of design systems, driving design-led culture shifts while seamlessly integrating open-source and commercial software domains. Credible history of achieving the architectural feat of a comprehensive web framework spanning thousands of properties. Expert at leading cross-functional teams to forge a harmonized UI/UX landscape, leaving an indelible mark on digital ecosystems. Renowned as a beacon of design ideology, championing user-centered methodologies, fueling the creation of captivating digital solutions, and accomplishing industry pinnacles. Distinguished for duality as a design engineering maestro and a pivotal link between development and design spheres. Instrumental in consistently designing compelling user experiences through a symbiosis of artistic flair and technical precision. Dedicated to revolutionizing user experiences and leading with unwavering dedication, while propelling organizations toward uncharted heights. Articulate communicator with excellent relationship-building, problem-solving, and analytical skills.

- Proven User Experience Designer, Prototyper, and Front-End Developer with expert insights into user behavior.
- Instrumental in shaping pioneering design systems across renowned tech giants like Microsoft, driving world-class design frameworks within Indeed.com, and orchestrating UX strategies, processes, and team enhancements at BrainGu and Anaconda.
- Proven success spearheading the establishment of UX initiatives from inception.

### Areas of Expertise

User Experience Strategy | Design Leadership | Product Design & Management | Design System Implementation | User-Centered Design  
Design Methodology | Front-End Development | User-Centric Advocacy | Strategic Planning & Execution | Impactful User Experiences  
Open-Source Integration | Tools & Systems Design | Enterprise Solutions | User-Centered Design Methodologies | Customer Insights  
Program & Project Management | Agile Methodologies | Stakeholder Engagement | Design & Engineering Direction | Data Analysis  
Social & Interactive Media Customer Experience | Design Trends & Technology | Team Building & Leadership | Design Thinking  
Cross-functional Collaboration | Prototyping & Wireframing | Strategic UX Planning | Customer Journey Mapping  
Accessibility & WCAG Compliance | Digital Transformation | Design & System Thinking | UI/UX Management

### Professional Experience

#### Anaconda – Austin, TX (Remote) Head of User Experience | 2022 to 2023

Architected and elevated a robust UX organization, effecting a transformative transition of the corporate ethos towards design-centricity. Held custodianship over all user experiences and design narratives, while acting as driving force behind enlightening internal and external stakeholders. Managed company-wide strategic campaigns to improve engagement metrics with focus on leaving an indelible impact.

- Built the user experience (UX) discipline encompassing design, research, content, technology, and operations, which resulted in the creation of a world-class user experience for premier data science products globally.
- Pioneered a paradigm shift in the symbiotic coexistence of open-source software and commercial applications, orchestrating a symphony of satisfaction for every user traversing the platform.
- Masterminded and executed UX initiatives that harmonized into a seamless, end-to-end journey for the entire spectrum of data science clientele.
- Adopted a cutting-edge design system and hybrid team model that increased velocity, consistency, and discoverability.

#### BrainGu – Austin, TX (Remote) Director of UX & UI | 2021 to 2022

Enabled product engineering teams to deliver top-notch user experience by guiding customer-centered user experience vision, strategic framework, innovative design methodologies, as well as advanced systems, tools, and processes. Leveraged leadership skills to establish and steer a competent team focused on providing robust solutions associated with shared design systems, tools, and patterns.

- Pioneered the establishment of the first UX organization and fostered design behavior by acting as a transformational leader.
- Earned recognition as a design thought leader for:
  - building design vision and customer experience
  - elevating customer-centered design solutions
  - fusing design and systemic thinking to effectuate tangible outcomes
- Created teams, strategies, and plans that materialized into triumphant UX projects for the Air Force and Space Force.
  - Delivered projects beyond expectations and gained commendation from the Chief of Staff for the Air Force.
- Accelerated development efficiency by adopting an avant-garde design system and taking charge of front-end development with unwavering ownership.

### Indeed.com – Austin, TX Senior Manager, UX & Design Engineering | 2017 to 2021

Championed the creation of intuitive, inclusive, and captivating digital experiences on both web and mobile platforms. Built strategic alliances with UX leadership, as well as cross-functional product and technology teams for seamless integration of UX across disparate business units, delivery of consistent end-user experience, and development of industry-leading digital products.

- Streamlined design application licensing procedures, which resulted in saving \$500K in recurring annual costs (75% reduction).
- Innovated a foundational atomic-based design system, harnessing the tenets of user-centered design principles.
  - Exercised authority over design determinations, traversing realms of design engineering, visual aesthetics, and digital product craftsmanship.
- Redesigned and led architectural overhaul of Indeed's new platform and user experience landscape (including a design system) by driving a team of 15 UX and Engineering professionals.
  - Executed a triumphant organization-wide implementation, achieving 100% design adoption within a mere three quarters.
  - Collaborated cross-functionally with five distinct business units to align Objectives and Key Results (OKRs), priorities, and timelines to materialize a cohesive new brand and design.
- Established and directed a team of 25 managers and staff across Job Search, Design Systems, Internal Platform, Native apps, and Incubators/Labs with special emphasis on delivering measurable impact and exceptional user experiences.
- Elevated the benchmarks of usability and accessibility by spearheading the drive for WCAG compliance, coupled with the stewardship of comprehensive training initiatives spanning over 300 personnel across the organization.
- Contributed to scaling the design engineering team from 5 to 80+ leveraging immaculate hiring strategies.

### Allovus – Seattle, WA Senior User Experience Designer | 2011 to 2016

Liaised with cross-functional stakeholders to implement user-centered and data-informed designs. Created mood boards, storyboards, wireframes, mockups, prototypes, user flows, and information architecture diagrams. Synthesized comprehensive customer journeys, effectuating the strategic arrangement of scalable information architecture, while crafting instinctive interactions and prototyping that set a new standard for intuitiveness.

- Developed a web framework for Microsoft spanning over 5,000 properties.
- Steered a team to consolidate a multitude of tools into a singular, cohesive UI/UX ecosystem.

### Microsoft – Redmond, WA User Experience Designer | 2007 to 2011

Functioned as a dynamic hybrid designer/developer focused on bridging the gap between developers and designers. Provided exceptional support to developers regarding front-end development.

- Contributed to the Exchange UX team, orchestrating the conception and development of prototype applications dedicated to enhancing the Outlook Web App (OWA).
- Coordinated with program managers, lending a distinctive design and UX perspective to feature development discussions and decisions.

## Additional Experience

Senior Lead Front End Developer at General Motors | Flash Developer at The New Group | Interactive Designer at AT&T  
Senior Product Designer at Microsoft | Faculty Member at Art Institutes | Interactive Designer at GE Security  
Web Developer at Dr. Bott LLC | Web Designer at Zebra Tech

## Education & Credentials

UX Certification – Specialization in UX Management | Nielsen Norman Group  
Diplomat Level 2, Frontline Management, Leader Level 3, & Strategic Level 2 | Dale Carnegie  
Bachelor of Science, Multimedia & Web Design | Art Institute of California, Los Angeles, CA

## Technical Skills

Figma | Sketch | Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) | HTML | CSS/SCSS | JavaScript | WCAG 2.1 AA  
Design Systems | JQuery | Angular JS | PWA | CLI | Foundation | WordPress | Bootstrap