
Senior Product Designer with deep expertise in scalable UX architecture, design systems, and accessibility. I've led design system initiatives from the ground up, resulting in 25–30% time savings across 70+ engineers. My background spans creative agencies and product teams, where I've delivered digital experiences for high-profile clients like Universal, Peacock, and Whirlpool. I'm passionate about building systems and rituals that foster efficiency, accessibility, and consistency across teams.

Professional Experience

Senior Product Designer, Design Systems - Thrive Global, *B2B SaaS* (Feb. 2023 - Jun. 2025)

- Led the design system for a mental health and productivity platform, enabling faster, more consistent feature delivery across 14+ product teams; improving team velocity and supporting over 70 engineers with scalable, accessible components
- Reduced tech and design debt by 20–30% through a streamlined review and QA process
- Spearheaded documentation of 600+ components, including accessibility, internationalization, and usage best practices
- Defined and tracked 10+ system health metrics tied to design and business outcomes
- Introduced design system office hours, critiques, and workshops to drive adoption across product and engineering

Product Designer, Design Systems - Thrive Global, *B2B SaaS* (Mar. 2022 - Feb. 2023)

- Modernized and scaled the design system 0 to 1 for a mental health and productivity platform, establishing accessibility standards and documentation practices that improved cross-functional efficiency and reduced feasibility issues by 20% year-over-year
- Developed the company's first documentation framework, covering 500+ components and variants for scalable reuse
- Curated and updated 20+ patterns based on team insights, driving greater consistency across product and system experiences
- Audited and modernized the legacy design system to align with the latest Figma features, improving designer and engineer efficiency

Senior UI/UX Designer - Wpromote, *Creative Agency* (Sept. 2020 - Feb. 2022)

- Led 30+ design projects (web and native platforms) for SMB and enterprise clients, contributing to a 20% increase in sales through UX/CX improvements
- Audited and modernized the legacy design system to align with the latest Figma features, improving designer and engineer efficiency
- Built and maintained a core web component library to support scalable, consistent product design
- Defined and implemented end-to-end UI/UX strategies across marketing, branding, and social design initiatives
- Introduced user-centered research methods that improved design decisions and stakeholder alignment
- Mentored cross-functional teams to strengthen collaboration and elevate design literacy across the organization

UI/UX Product Designer - Tom Ferry Int. LLC, *B2C SaaS* (Jan. 2020 - Jun. 2020)

- Designed and optimized responsive web and native experiences for a B2C real estate SaaS platform, driving a 30% month-over-month increase in user engagement through research-backed UI decisions and iterative feature development
- Conducted strategic design and UI decisions related to core functionality and features, as well as new ones, based on business goals and user research
- Translated ideas and customer insights into concepts, personas, user journeys, storyboards, system maps, user flows, wireframes, prototypes, and high-fidelity mockups

UI/UX Developer - Altametrics, B2C SaaS (Dec. 2019 - Jan. 2020)

- Built responsive website templates to streamline future product websites
- Performed usability testing and provided advanced industry data/market research documentation to support proposed wireframes and storyboards
- Designed and developed product websites to deliver customer-centered and modern UI/UX flows

Web Developer - Altametrics, B2C SaaS (Oct. 2018 - Dec. 2019)

- Responsible for optimizing the speed, performance, and online presence of over 10 websites and microsites
- Optimized web indexing in order to achieve 100% up time and hit targeted performance capabilities
- Created UI style guides, visual strategies, page layouts, interactions, color palettes, and image assets for the development team
- Created a range of visual design deliverables for apps, websites, products, and campaigns
- Maintained scripts related to web applications performance on the web

Product Manager - Altametrics, B2C SaaS (Feb. 2018 - Oct. 2018)

- Owned and executed the strategic product roadmap from concept through launch to end-of-life, ensuring alignment with business goals and user needs
- Conducted market research and trend analysis to inform product strategy, keeping both new and existing features competitive and relevant in a fast-evolving landscape
- Designed and iterated on the UI/UX for consumer-facing mobile and desktop applications, driving usability and adoption across platforms
- Built concepts, prototypes, and production-ready specs to support feature enhancements and net-new product initiatives

Results & Experiments

- *Churn/retention:* A/B tests that reduced cancellations by ~35%
- *Conversion/monetization:* UX optimizations driving ~25% sales conversion lift and ~20% AOV increase
- *Onboarding efficiency:* ~20% faster time-to-signup, improving activation and funnel flow
- *Adoption/usage:* 30% increase in unique users across client apps after UX revamps
- *Dev/design efficiency:* ~20% fewer dev hours via reusable components

Education

Golden West College (Sept. 2009 - May 2013)

Relevant Coursework: Color and Design 2D, Design Principles, Computer Graphics, Visual Design Fundamentals, Emotional Design Psychology, Design Communication Arts I and II

Skills & Tools

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|------------|------------------------------|------------------------|
| • Figma | • HTML5 / CSS3 | • Accessibility (A11y) |
| • Cursor | • Confluence / Jira / Trello | • Design Systems |
| • Adobe CC | • Github | • UX Strategy |