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Objective

Leverage 12 years of industry experience to create exceptional user experiences. Expertise in web design and development using HTML, CSS, and JavaScript. Collaborate with developers to implement intuitive and visually appealing interfaces that drive engagement. Foster a culture of growth through mentorship and leadership.

Experience

Lead UX Designer

EXPERIAN | FEBRUARY 2022 - DECEMBER 2023

- ✔ Reduced the bounce rate on Experian's most visited page (www.experianplc.com) by 10% through a redesign focused on mapping the user journey, refining the information architecture, and collaborating with front-end developers to optimize client-side performance.
- ✔ Created a documentation site for the AEM UI Kit and designed a system to combine all AEM UI elements. The site was created in close collaboration with the Junior UX Designer and implemented with the team.
- ✔ Established the foundation of the current Lean UX processes for the teams' Agile environment by creating a UX roadmap, building templates, and training team members to use and adopt the new process.

Senior UX Designer

INNOCEAN USA | NOVEMBER 2016 - FEBRUARY 2022

- ✔ Redesigned the Hyundai USA website, launching a new UX and a new platform, resulting in an improved experience for customers and a 25% increase in sales.
- ✔ Conducted content audits and user research to inform design decisions and enhance user satisfaction, improving operational efficiency by 50% and reducing user error by 30%.
- ✔ Achieved the #3 rank in JD Power's Manufacturer Website Evaluation Study after the redesign of Hyundai USA's website was launched.

Senior Visual Designer

PIMCO | MARCH 2016 - NOVEMBER 2016

- ✔ Collaborated with clients, product managers, and stakeholders to meet design requirements by using a design system that increased speed to market by 40% and decreased costs by 25%.
- ✔ Maintained and improved brand guidelines with consistent visual identity for a product that added 2,000 new users in 6 months.
- ✔ Led the onboarding and mentorship of two junior designers who were promoted in less than 1 year.

Front-end Web Developer

TONY ROBBINS | SEPTEMBER 2015 - MARCH 2016

- ✔ Created clean, functional, responsive user interfaces from design wireframes and mockups using semantic HTML, CSS, JavaScript, and PHP.
- ✔ Integrated frontend components with backend APIs to enable seamless data flow and functionality, increasing penetration by 10% and increasing conversion rate by 20%.
- ✔ Provided technical insights to stakeholders and gathered requirements to improve web traffic using Google Analytics and SEO.

Digital Design Director

BROADRIDGE FINANCIAL SOLUTIONS | FEBRUARY 2012 - JULY 2015

- ✔ Oversaw all digital designs for a \$23.46B business, leading a team of 4 Web Designers to complete 100+ web and email designs per week.
- ✔ Improved team workflow and design quality by staying aware of the latest design trends, learning new technologies, and teaching the team new techniques.
- ✔ Increased website traffic by over 17% and generated over 10% more user engagement (measured by time spent on website) by designing and implementing a new product tour flow on the site.

Education

Bachelor of Science in Web Design & Interactive Media

THE ART INSTITUTE OF CALIFORNIA - SAN DIEGO

SEPTEMBER 2006 - MARCH 2011

Skills

Industry Knowledge

Stakeholder Interviews Competitor Analysis User Interviews Usability Testing Wireframing User Interface
User Flows User Experience Product Design Interaction Design Journey Maps Prototyping Design Systems
Data Visualization Personas

Tools & Technical Skills

Figma Sketch Invision Adobe CC HTML5 CSS 3 JavaScript PHP WordPress AEM
Optimal Workshop Hotjar Overflow UserTesting.Com Jira Maze Atlassian Confluence

Awards

Integrated Campaign, Advertising, Media & PR

WEBBY AWARDS

2021

Best Automobile Website, Best Mobile Website

INTERNET ADVERTISING COMPETITION

2020

Best Automobile Integrated Ad Campaign, Best Mobile Integrated Ad Campaign

INTERNET ADVERTISING COMPETITION

2020

Certifications

Lean UX and Agile

NN / G - 2022

UX: Ideation

LINKEDIN - 2019

UX: Creating
Personas

LINKEDIN - 2019

UX: Analyzing User
Data

LINKEDIN - 2019

UX: Overview

LINKEDIN - 2019

Shaping Up with
Angular.js

CODE SCHOOL - 2015