

Experience

Product Designer with 8+ years of experience leading end-to-end design for enterprise-scale web and mobile applications. Proven success driving measurable impact in loyalty programs, account management, and identity systems for Fortune 500 companies. Adept at aligning stakeholders, scaling accessibility standards, and establishing design systems that deliver exceptional user-centered experiences across platforms.

UX Designer, United Airlines *April 2021 - October 2025*

- Led comprehensive redesign of Customer Identity & Access Management (CIAM) system serving 100M+ annual users, reducing login errors by 35% and timeouts by 40% while improving sign-in security and authentication completion rates.
- Spearheaded redesign of United app's Account page serving 50M+ users, increasing click-through rates by 32% and flow completion by 45% through improved information architecture.
- Led UX strategy for MileagePlus Miles Pooling feature, resulting in 8,000+ pools created within first 3 months and 12% increase in loyalty program engagement.
- Established design system for authentication and account workflows adopted across 5+ product teams, reducing security-related support tickets by 28%.
- Drove 50% improvement in accessibility compliance through structured WCAG 2.1 AA standards implementation and documentation, reducing accessibility issues by 60%.
- Led bi-weekly design critiques for team of 12, establishing best practices adopted across 8+ product teams organization-wide.

UX Designer, USAA *April 2020 - April 2021*

- Redesigned employee intranet profile and account management pages, improving usability and raising stakeholder satisfaction.
- Created curated content platforms integrating articles, videos, and podcasts, increasing engagement through improved IA.
- Collaborated with product and engineering to ensure designs adhered to accessibility standards and usability best practices.

UI Designer, American Eagle Outfitters *September 2019 - April 2020*

- Led UI design for loyalty/rewards program rebrand serving 12M+ members, achieving 18% increase in adoption, 22% growth in new enrollments, and contributing to \$7M+ revenue lift.
- Designed dynamic email campaign with 60+ variations incorporating micro-animations that boosted engagement by 34% and click-through rates by 28%.
- Collaborated across creative, legal, and product teams (20+ stakeholders) to deliver accessible, brand-compliant designs within aggressive 4-month timeline.

UI/UX Design Course Mentor, Thinkful & CareerFoundry *October 2020 - Present*

- Mentored 50+ students in UX processes, accessibility standards, and Agile workflows, with many progressing to roles at Fortune 500 companies including H&R Block.

UI Designer, Designation *July 2018 - January 2019*

- Led redesign of mobile training applications and artist portfolio platforms, conducting user research and presenting design concepts weekly to align stakeholder feedback with business objectives.

Freelance Designer, Various Clients *2010 - 2018*

- Delivered brand identity, web design, and marketing solutions for startups and small businesses across healthcare, technology, and retail sectors.
- Ensured all designs adhered to accessibility standards, usability best practices, and client brand guidelines.

Education

La Roche College *May 2014*

B.A. Graphic and Communication Design

Core Skills

UX & Product Design: User Research, Interaction Design, Information Architecture, Prototyping, Design Systems, Responsive Web & Mobile Design

Collaboration & Leadership: Stakeholder Management, Accessibility Advocacy (WCAG 2.1 AA), Design Critiques, Agile Workflows

Tools

Figma, Adobe Creative Suite, Sketch, InVision, Miro, Principle, Jira, HTML & CSS