



— PROFESSIONAL SUMMARY

Designer & Design leader with 20+ years of experience spanning graphic design, web, UX/UI, product design, and design systems. Specialized in building scalable design systems that improve team collaboration, accelerate product development, and reduce design-to-implementation friction. Proven track record managing complex, high-visibility projects at global organizations while establishing systems thinking and strategic design leadership. Passionate about empowering designers and developers to work more effectively through clear patterns, documentation, and process improvement.

— EXPERIENCE

Design Systems Manager & Senior UI Lead

USANA Health Sciences | 2019 - Present

Led the development, implementation, and ongoing evolution of Pando a comprehensive company-wide design system that standardized UI patterns, components, and guidelines across all USANA digital products.

- Managed Pando rollout across design and development teams, achieving full adoption and daily usage across internal teams and third-party agencies.
- Reduced design-to-development handoff friction by establishing clear component specifications and guidelines, enabling developers to build and iterate independently.
- Partnered with design and development leads to identify workflow gaps and iterate on the system based on real-world application needs.
- Identified and prioritized design system bugs and inconsistencies, systematically improving component quality and usability based on team feedback.
- Enabled cross-team collaboration by creating documentation and standards that give designers and developers clarity on best practices and component usage.
- Served as strategic advisor for UI consistency and branding across evolving product ecosystem, ensuring all digital touchpoints reflect USANA's visual identity.

UX Designer

Purch/Future | 2015 - 2018

Established UX standards and processes that improved design consistency and team collaboration across products.

- Developed comprehensive user personas and scenarios that shaped design direction and ensured usability for key audience segments.
- Created and maintained design standards documentation including sketches, sitemaps, wireframes, mockups, and detailed specifications.
- Established foundational design processes and best practices that became organizational standards for UX/UI work.
- Collaborated cross-functionally with development and product teams to translate research insights into actionable design solutions.

UX/UI Designer

STG / The Church of Jesus Christ of Latter-day Saints | 2011 - 2015

Delivered high-impact, user-centered digital experiences for a global audience at massive scale, balancing rapid deployment with rigorous accessibility and quality standards.

- Led design for the Mormon Channel website and native apps (iOS, Android, Roku TV), serving a global audience and requiring meticulous attention to accessibility guidelines and user experience across multiple platforms and devices.
- Served as lead UI/UX designer for the Mormon Tabernacle Choir app (iOS/Android), managing complex feature sets and ensuring consistent, intuitive navigation across platforms.
- Redesigned the LDS Account system to improve usability and streamline user workflows, impacting millions of global users.
- Maintained rigorous accessibility standards (WCAG compliance) across all projects, ensuring digital experiences were inclusive for users of all abilities.
- Managed fast-paced project timelines without compromising quality or accessibility standards, demonstrating ability to balance speed with thoroughness.

Web & Graphic Designer

Fibernet | 2005-2011

Designed and developed digital and print assets for corporate clients, establishing foundational expertise in visual design, branding, and web standards compliance.

- Designed, built, and hand-coded corporate websites and professional digital properties following web standards and accessibility best practices.
- Developed comprehensive branding systems including business identity, collateral, and documentation for multiple clients.
- Collaborated across diverse teams (sales, development, executive) in a mixed 30-person organization, building cross-functional communication and project management skills.

— CORE SKILLS

Design & Strategy

Design Systems (component architecture, token infrastructure, documentation), Systems Thinking, User Research & Testing, Information Architecture, Wireframing & Prototyping, Interaction Design, Visual Design & Branding, Accessibility (WCAG), User Experience Strategy.

Tools & Platforms

Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Prototyping tools, Design documentation platforms, Web development fundamentals.

Leadership & Collaboration

Cross-functional team alignment, Stakeholder management, Process improvement, Design advocacy, Documentation & knowledge sharing, Mentorship, Strategic design thinking.

Soft Skills

Collaboration, Communication, Empathy, Critical Thinking, Problem-solving, Adaptability, Time Management

— EDUCATION

Utah State University

BFA - Graphic Design

2001-2005