

UX Design Manager

I am a digital product designer with twenty years of experience as a creative professional. I pride myself on attention to detail and strive to create user-centered and desirable interactive experiences. I'm a team player who enjoys working in a collaborative environment.

Experience

PEPSICO • Purchase, NY • Oct 2023 - Present

UX Design Manager

- Directed UX strategy and end-to-end delivery for multiple enterprise applications for Front Line Sales Teams.
- Led cross-functional design initiatives to define user flows, streamline handoffs, and align UX with business roadmaps.
- Mentored designers elevating overall design quality, execution standards, and stakeholder communication.

META (Contract) • New York, NY • Oct 2021 - Oct 2023

Senior Product Designer

- Helped build consumer facing enterprise software for small businesses in a high priority workstream.
- Worked on a small team that brought to life an internal executive customer relationship management product from vision to launch.
- Led brainstorming sessions for project roadmapping.

BEES (AB-INBEV) • New York, NY • Nov 2019 - Sept 2021

Senior Product Designer

- Worked on a global B2B application for Android, iOS, and the web that was transformational for the user and the business.
- Led the design initiative to improve the cart and checkout experience for users while balancing the needs of growing global stakeholders.

CNBC • Englewood Cliffs, NJ • 2010-2019

Senior Product Designer • Product Designer • Web Designer

- Led Product Design for CNBC iOS and Android apps from wireframes to release across multiple product cycles.
- Designed CNBC's Apple Watch app as a launch partner.

ADDITIONAL WORK EXPERIENCE • 2005-2010

Starwood Hotels • Saks Fifth Avenue • Condé Nast • Bank of America

Skills

UX Design Management
UX & UI Design
Interactive Prototyping
iOS & Android App Design
Design Thinking
Art Direction
Responsive Web Design
User-Centered Design
Agile Methodology
Video Editing
Generative AI
Vibe Coding

Tools

Figma
Adobe CC
Gemini, Claude, ChatGPT

Education

NN/g Training, 2025
AI for Design Workflows

NN/g Training, 2018
UX Certificate: UX Management

Design Sprints Workshop, 2017
w/ Adam Perlis of Academy UX

Lean UX Process, 2016
w/ Jeff Gothelf, author of Lean UX

Responsive Web Design, 2013
Noble Desktop

BA in Communications, 2003
SUNY Geneseo, Geneseo, NY