

Summary

Senior UX Designer & Researcher with 5+ years of experience leading end-to-end product and web experiences across SaaS, membership, and technology organizations. Skilled in UX design and research, AI product design, design systems, accessibility, prototyping, and cross-functional collaboration. Passionate about translating user insights into intuitive experiences that drive engagement, adoption, and business outcomes.

Experience

Senior UX Designer and Researcher, Product TSIA • Sept 2024 - May 2026

Facilitated end-to-end design in Figma (research, wireframing, visual design, and delivery). Led user interviews using lean UX methods to gather insights, validate concepts quickly, and translate user feedback into clear, actionable design decisions.

- Led end-to-end UX strategy, research, and design for TSIA's first AI-powered feature, AI Content Assistant, creating user flows, wireframes, prototypes, and interaction models that established the foundation for the organization's AI inquiry experience.
- Identified critical usability gaps through user feedback analysis, influencing product improvements that reduced friction across key member workflows.
- Reduced design risk and improved stakeholder alignment through iterative prototyping, usability testing, and cross-functional design reviews.

Senior UI/UX Designer, Marketing TSIA • Feb 2024 - Sept 2024

Led large UI/UX projects, delegating tasks, improving aesthetics, utility, and functionality for microsites and pages for tsia.com using Webflow and HTML/CSS.

- Owned design direction for tsia.com 2.0, defining core visual language and direction for the website within TSIA's greater rebranding efforts.
- Delivered the Research Journeys microsite in Builder.io successfully on time, maintaining design quality and stakeholder alignment amid changing business priorities.
- Earned Rising Star in Design Excellence Award for exceptional strategy, design, and cross-functional collaboration, on the successful launch of the tsia.com relaunch.

UI/UX Designer, Marketing TSIA • May 2022 - Feb 2024

Designed various UI/UX deliverables and managed updates and content edits to develop and improve aesthetics, utility, and functionality for microsites, new pages, and existing pages for tsia.com using HTML/CSS and Bootstrap 4. Led larger web projects, facilitated sprint planning, and supported project management workflows in ClickUp.

- Designed and launched multiple microsites from UX flows to prototyping in Builder.io, partnering with developers to ensure custom functionality aligned with business and user requirements.
- Delivered 35+ website redesign and optimization projects on schedule, improving UX consistency and modernizing navigation patterns across the marketing ecosystem.
- Created visually compelling page designs & optimized A/B testing results to improve overall user satisfaction and efficiency on all pages.
- Awarded Star Partner for exceptional partnership with the Marketing team on various key projects.

Digital Designer, Marketing Liquid Web • Jan 2022 - May 2022

Led creative efforts for Liquidweb.com in the marketing department to develop on-brand creative solutions for a variety of uses: websites, email templates, social media graphics, brand campaigns, content marketing assets, short-form videos, and display advertising. Refreshed online branding across various media platforms.

- Created wireframes and responsive design layouts in Adobe XD with a focus on UX and web accessibility standards.
- Worked closely with other internal design teams to create and maintain brand design systems and standards improving consistency between the marketing and product.

Marketing Web and Content Specialist Liquid Web • April 2021 - Jan 2022

Designed UX and digital assets, managed updates, and requests for Liquidweb.com and associated digital properties with a focus on driving inbound organic leads & conversion. Implemented content adjustments of new and existing pages on Liquidweb.com.

- Designed digital media assets for web, social, and other marketing materials.
- Created wireframes and design layouts of web pages with a focus on UX and SEO

Designer (Contract) Tamman • Jan 2021 - April 2021 Team Success Coordinator Tamman • Dec 2019 - Jan 2021

Developed and produced custom vector illustrations for the Tamman brand. Directed conceptual development and storyboard transitions for custom videos. Developed accessibility-focused content for web and social.

Education & Certifications

Bachelor of Fine Arts, Illustration

University of the Arts • 2015

UX Design On-Demand

General Assembly • 2023

Web Design Certificate

University of the Arts • 2019

Lean UX and Agile

NNGroup • 2024

Certified Professional in Accessibility Core Competencies

International Association of Accessibility
Professionals • Oct 2020 - Oct 2026

Skills

UX Strategy, Design, and Research: Lean UX, Information Architecture, User Interviews, Journey Mapping, Design Thinking, Wireframing, Prototyping, Interaction Design, Visual Design, Responsive Design, Design Systems

Accessibility: WCAG, Accessibility Audits, Inclusive Design

Tools: Figma, Webflow, Adobe Creative Suite, ChatGPT, HTML/CSS