

Experience

Sr. UX Designer (L6)

2020 to 2025

AWS • Talent Acquisition Product & Strategy | eero

- Lead product design for Enterprise Solutions at eero.Lead product design for Enterprise Solutions at eero.
- Lead product design for Prelude, a 0→1 product used by more than 25,000 Amazonians scheduling over 2 million meetings and saving an estimated \$40 million in labor costs
- Established practices for applying and extending existing AWS visual systems.
- Conducted user interviews, time and effort studies, and accessibility audits.
- Developed product roadmap in collaboration with principal product and engineering leaders
- Served as a hiring manager and conducted interviews for cross-functional roles including: Engineering, Product, and Design.

I joined an early-stage team as its sole designer to build our first product, Prelude.

Built to help recruiters save time scheduling with candidates. Launched in April 2021. In 2024, I transitioned to a role at eero, a subsidiary of Amazon, to design new enterprise features and products.

Sr. Product Designer

2015 to 2020

Guidebook

Guidebook is an app building platform tailored for events and universities.

- Worked across all customer-facing interfaces and verticals, ensuring a cohesive visual brand across all of Guidebooks' products, marketing channels, and communications.
- Principal designer for Builder, an in-house CMS for building customer guides.
- Designed products for the responsive web, iOS, and Android platforms.
- Principal designer for various products and features, including Cover Pages, Adaptive Dashboards, and customizable icon sets.
- Mentor to junior designers and interns.
- Collaborated with Product to plan projects, determine scope, and allocate resources.
- Authored design documents: feature and flow explainers, design systems, and component-level documentation.
- Design, illustration, and branding.

UI/UX Designer

2011 to 2014

Meltmedia • Product and Marketing

- UI/UX design, illustration, branding for responsive websites and mobile applications.
- Operated in a fast-paced agency model serving enterprise business customers.

Graphic Design Specialist

2008 to 2011

Arizona State University • University Technology Office

- UI/UX design, illustration, branding of responsive websites, mobile applications, and print.
- Theming for popular content management systems.
- Served the largest university system in the country.



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Design skills

UI/UX Design, 0→1, B2B, B2C, & B2B2C

Digital Product Design

Visual Design

Systems Design

Information Architecture Design

Design Documentation

Rapid Prototyping & AI/LLM assited workflows

UX Research

Accessibility

Iconography

Digital & Tradtional Illustration

Branding

Sketch

Figma

Adobe Creative Cloud

Webflow

Professional skills

Strong Communicator
Cross-Functional Collaboration

Bilingual in English & Spanish

Product Stradegy & Research

Design & Product Mentorship

Design Critiques

Design Hiring & Interviewing

Design Leadership

Design Management

Monitors Design & Interface Trends

Versed In Best Practices

Experienced In

Front End Web Development Video Editing Motion Graphics

3-D Visualization & Animation

Education

BFA in Visual Communication Design, Computer Imaging Concentration University of Dayton 2003-2007