

Senior Product Designer

7 years of experience designing innovative, end-to-end digital experiences across fintech, healthcare, consumer and public service platforms. Proven record of leading cross-functional teams, delivering scalable design systems, and driving measurable business outcomes.



Links

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Education

Master’s in Business & Branding

Experience Design
VCU Brandcenter
2015 - 2017

B.S. Advertising & Media

Minor in Graphic Arts
Radford University
2011 - 2015

Comms: Media & Society

University of London, 2010

Tools

Research:

Gen AI, Chat GPT, Fintech Insights AI tool

Design:

Figma, Webflow, Framer, Figjam, Slides

Motion/Visual:

Photoshop, Illustrator, After Effects, Jitter

Management:

Jira, Confluence, Asana, Notion

Front-end:

HTML/CSS, Zeplin handoff

Skills

User Research
UX/UI Design
Prototyping
Design Systems
Wireframing
Usability Testing
Branding & Concepting
Information Architecture
Pitching & Public Speaking

Language

English - Native
Spanish - Native

Experience

Lead Product Designer at PenFed - July 2025 – Present

Onboarding Experience Redesign Project

- Spearheading the end-to-end redesign of PenFed’s onboarding applications across multiple product lines (Deposits, Auto Loans, Personal Loans, and Credit Cards), with a focus on improving user conversion and streamlining outdated compliance-heavy flows.
- Manage a cross-functional team of UX designers and strategists, while collaborating closely with product owners, dev, and stakeholders.
- Defined the multi-phase project roadmap, prioritized milestones, and facilitated alignment across departments.
- Led competitive analysis and UX benchmarking to inform strategy for each product vertical.
- Designed unified, scalable user flows and component patterns, now serving as the foundation for a centralized onboarding design system.

Senior Product Designer, PenFed - May 22’ – July 25’

- Developed PenFed’s new Loyalty Program, collaborated with C-suite stakeholders and consultants to define program success measures.
- Redesigned UI/UX for Personal Loan site, increasing loan acquisitions by 17% & organic site traffic by 24%; spiking new member conversions.

UX Designer, PenFed - Nov. 2019

- Designed gamified sweepstakes microsite that generated \$2.5M+ in Auto Loans and grew new user signups by 30%.
- Created scalable Figma design system and templates, increasing cross-functional delivery speed by 20% and reducing QA rework.

Webflow Designer at Freelance - Feb. 2020 – Present

- Product thinking, design, development and rebrand work for small businesses. Strategy consulting, UX copywriting, SEO targeting for home design clients like Top Dog Home Improvements & Mike & Stone.

UX Designer at DMI - Sept. 2017 – Oct. 2019

- Spearheaded UX/UI redesign of Hershey Park’s mobile app; integrated HPGO wearable tech, resulting in a 30% uplift in user engagement and 22% increase in app store ratings.
- Replatformed Maryland DHS data system to AWS, improving site uptime by 40% and enabling 85% more residents to access social services. Analytics supported the STOP Act, contributing to a 40% reduction in overdose cases.
- Directed user research, moderated testing, and partnered with engineers to modernize outdated legacy system into unified platform.
- Created Augmented Reality campaigns for VAtom’s blockchain NFT wallet app, increasing session time by 35% and improving user onboarding through immersive micro-interactions.

UX UI Designer Intern at Wongdoody LA - May – Sept. 2016

- Built high-fidelity interactive prototypes and branded visuals to win clients in new business pitches (Microsoft Teams, Benefit Brows, TMZ); collaborated closely with Art Directors and Copywriters for delivery.
- Designed interactive children’s learning device for Cedars-Sinai Hospital LA to increase efficiency in parental patient interaction.

Digital Developer Intern at VCU Marketing - Jan. – May 2016

- Established website redesign taxonomy and created UX / UI principles
- Designed digital ads, resolved maintenance bugs, updated site content

Web Designer at Good PAC Co. - April 2015 – Sept. 2015