



Director of UX & Design Systems

Creative Director, Digital & Brand Experience – Better Being Co.

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Summary

Director-level UX and Design Systems leader with 15+ years of experience in digital experience and eCommerce, including 10+ years leading UX strategy and design systems initiatives for global eCommerce brands. Specializes in system-led UX strategy, cross-functional collaboration, and operational structures that improve usability, conversion, and delivery predictability across web and mobile platforms. Known for combining human-centered design leadership with structure-first systems thinking to scale quality, speed, and decision-making. Brings a hands-on, low-ego leadership style that builds strong teams and enables continuous optimization at scale.

Experience

Creative Director, Digital & Brand Experience

Better Being Co. | Dec 2024–Present

- Own end-to-end UX strategy and digital design systems across a multi-brand wellness portfolio (KAL, Solaray, Heritage Store, Zhou).
- Architecting and leading the rollout of a scalable atomic UX design system in Figma, standardizing components across web, mobile, email, and key digital touchpoints.
- Partner cross-functionally with Product, CX, Marketing, and Engineering to translate business goals into cohesive, customer experiences that drive engagement and retention.
- Enabled ongoing UX experimentation and A/B testing by systemizing layouts, PDP structures, and content hierarchy to support rapid iteration and optimization.
- Introduced structured UX operating models, supported by AI-assisted analysis, to surface workflow friction earlier, improve delivery predictability, and reduce rework across teams.
- Developed web-based brand and UX guidelines to ensure consistency, scalability, and accessibility across platforms.
- Mentored designers and leads, establishing UX quality standards and reinforcing human-centered and accessibility-first principles.

Experience

Art Director

Better Being Co. | Nov 2021–Dec 2024

- Led digital and cross-channel creative across eCommerce, email, and campaign experiences for multiple health and wellness brands.
- Designed modular templates and reusable systems that improved execution speed and consistency across platforms.
- Collaborated with brand, digital, and development partners to support usability, accessibility, and conversion optimization initiatives.
- Formalized creative intake, review, and handoff workflows using Asana and Google Drive.
- Mentored junior designers and helped formalize internal creative processes.

Digital / Print Lead Designer

Better Being Co. | Sep 2016–Nov 2021

- Led UX and visual design for DTC websites, PDPs, email, and digital marketing platforms.
- Partnered with marketing and digital teams to improve usability, clarity, and conversion performance across customer touchpoints..
- Supported brand launches, site migrations, and cross-channel digital initiatives.

Marketing Team - Digital / Print Lead Designer

SK+G | Jan 2014–Aug 2016

- Designed data-driven marketing campaigns for clients in luxury, leisure, and lifestyle sectors.
- Collaborated on customer journey mapping and performance-focused digital experiences.
- Clients included Baha Mar, Konica Minolta, and Las Vegas PBS.

Lead Designer

Affinity Gaming | Jan 2012–Dec 2013

- Led multi-channel digital and print campaigns; improved workflow efficiency and visual consistency across brands.
- Translated creative briefs into multi-format campaigns across digital, print, and OOH.
- Helped optimize team workflow and visual consistency.

Experience

Freelance Creative Consultant

Independent Clients | Jul 2010–Dec 2012

- Delivered eCommerce, packaging, and digital assets for consumer brands; supported Amazon and eBay storefronts end-to-end.
- Built early automation workflows to accelerate production and improve consistency.

Graphic Designer

Tropicana Entertainment | Oct 2008–Nov 2009

- Executed recurring campaigns across multiple properties; contributed to early brand guidelines and workflow standardization.

Core Competencies

UX Strategy & Leadership	Accessibility & Inclusive Design (WCAG)
Design Systems Architecture (Atomic Design)	Figma Design Systems & Prototyping
Design Systems Governance & Adoption	Agile / Workflow & Process Design
eCommerce UX (Web, PDPs, Lifecycle)	Cross-Functional Collaboration
Experimentation & A/B Testing Enablement	

Education

Bachelor of Fine Art – Graphic Design & Multimedia

Northwest College of Art & Design | Poulsbo, WA | 2005–2008

Portfolio & Testimonials

Available at **Salazartworks.com** – Selected work includes brand systems, eCommerce UX, digital platforms, and cross-channel experience design.