

Experienced designer with 10+ years of experience bringing together visual craft, systems & analytical thinking, and a human-centered approach to product and UX. I work best at the intersection of strategy and execution — starting with research and data to understand how people actually behave, then defining patterns and experiences that are consistent, accessible, and built to last. I've helped build a design department, mentored designers, and worked across fintech, hospitality, and emerging tech.

Professional Experience

Wyndham Hotels, New York, NY

05/2023 - Current | Product Designer

- Built a 75-reusable component design system for a full app redesign, with accessibility and inclusive interaction patterns considered at the component level throughout — documentation was praised by engineering and cross-functional teams for clarity and ease of use.
- Drove component adoption across the product team by staying proactive through design reviews and developer handoffs, and developed visual assets for multi-channel marketing campaigns.

Oliver Agency + Morgan Stanley, New York, NY

06/2023 - 06/2025 | Senior Experience Designer

- Led UX and design across a wide range of Morgan Stanley initiatives — intranet redesigns, landing pages, internal apps, and a full reorganization of a content platform on Jive, defining IA, page-level recommendations, and a Figma module library adopted by the content team.
- Contributed to a large-scale rebranding of the bank's public website and built email and social media Figma libraries used across teams — recognized internally as a Figma expert and taught component-building best practices to colleagues.
- Led accessibility research across projects, grounding design decisions in analytics and usage data — in financial services, compliance stakes made that rigor essential, not optional.

YellowHeart, Remote

05/2021 - 12/2022 | Foundational Designer

- Designed end-to-end UX for YellowHeart, a Web3 music platform for independent artists and fans — including a mobile app with a music player, NFT marketplace, and wallet extension — for partners including Kings of Leon, Maroon 5, MGM Resorts, AEG, TAO Group, and the Rock & Roll Hall of Fame.
- Translated complex blockchain mechanics into intuitive consumer flows across four surfaces, working closely with engineering to navigate technical constraints, and collaborated with clients and business development on NFT drop concepts and production.

Skills

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects),
- Prototyping
- Wireframing
- Design Systems
- Inclusive Design / Accessibility
- User Flows
- Basic HTML & CSS,
- Web3 / Blockchain UX
- Video Editing
- UX Strategy,
- Cross-functional collaboration
- Design leadership & mentorship
- Research synthesis
- A/B Testing,
- AI for Workflows & Research
- Languages: English (fluent), Spanish (fluent)

Education

2009 - 2011 | Parsons School of Design,
New York, NY

AAS Graphic Design Degree with Honors.

2003-2008 | Universidad Monteávila,
Caracas Venezuela

Bachelor in Social Communications.

The Lifetime Value Co, New York, NY

01/2020 - 05/2021 | Associate Director of Design

- Shifted focus to design leadership – mentored a team of 5, established shared processes and career paths, and built a design system that raised craft standards across the product. Helped formalize the design department from the ground up.

01/2019 - 12/2019 | Senior UI Designer

- Led brand creation for Ownerly from initial explorations through launch – competitive analysis, visual direction-setting, and full product UI. The core visual language and color palette carried into the product after it merged with the company's main platform.

03/2016 - 01/2019 | UI Designer

- Unified the visual language of BeenVerified – standardizing colors, icons, and brand identity – and led the creation of 5 new brands from scratch, defining logos, typography, and color systems. Improved conversion rates through A/B testing in collaboration with the SEO and growth teams.

Cloudberry Creative, New York, NY

01/2012 - 03/2016 | Graphic Designer

- Started my design career working with enterprise clients including TIAA, Anthem, CVS Health, and Teledoc – building e-learning experiences, animated content, and early design systems in Photoshop and Sketch. Where I developed the foundations of visual craft, component thinking, and systematic design that carried through everything since.