

I'm a Product Designer with 6+ years leading end-to-end design across domains including enterprise property management and healthcare. I excel at workshop facilitation, user research, and design validation. I strive to connect dots and teams to define and deliver what matters most.

Experience

Primitive | Design Director

April 2022 - June 2025

- Led product design and research from discovery to validation to launch across web and mobile products.
- Led our design team through defining vision, maintaining quality standards, supporting growth paths, reviews, and mentorship.
- Facilitated workshops and design sprints that fostered team alignment, ideation, and collaboration.
- Built and implemented a discovery workshop framework which resulted in 100% conversion rate to retainer and a 24% increase in average retainer size.
- Refined UI design process by utilizing a team-wide component and design system resulting in accelerated delivery, improved design to dev efficiency, and new service offerings.

Primitive | UX Design Lead

June 2021 - April 2022

- Led UX + UI design in software domains including property management, video conferencing, accounting, and tourism.
- Improved organizational UX by implementing a "UX Playbook" that standardized UX design practices through detailing methods, timeframes, use cases, feasibility, and logistics.

Primitive | Product Designer

January 2020 - April 2022

- Led product design and research from discovery to delivery across software, web, and mobile projects.
- Maintained and contributed to 3 large shared design systems.

Primitive | Product Design Intern

August 2019 - January 2020

- Supported design of web and software products through UI design, design system support, and high-fidelity prototyping.

Gio Studio | Creative Project Manager

May 2015 - August 2019

- Led creative projects, managing production, timelines, and budgets for large-scale artwork installations.

Education

Advertising (Design Focus)

2019 | Texas Tech University

Coursework:

UX Research + Insights
Interaction Design
Intro + Advanced Web Design
Visual Communication
Graphic Design

UX Certification

Nielsen Norman Group

Coursework:

Information Architecture
User Research Methods
UI Patterns
User Experience & ROI

Skills + Tools

Skills

UX & UI Design
User Research
Information Architecture
Prototyping
Design Systems
Design Leadership
Workshop Facilitation

Tools

Figma / Figma Make
ProtoPie / Codepen
Webflow
HTML / CSS
ChatGPT / Midjourney
Hotjar / Mouseflow
Optimizely / VWO

Volunteer Work

Taos Search And Rescue

Vice President + IT Officer
2023 - Present