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## Profile

Senior Product Designer with deep experience designing and scaling complex systems across product, marketing, and platform surfaces. Over the past 7 years supporting a range of Meta product experiences, I have partnered with internal teams to translate design intent into reusable primitives, layout systems, and documented processes, maintaining a high bar for craft and visual clarity while delivering scalable, performance-driven work.

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## Experience

### Senior UX/Product Designer

Meta (via Codazen)

May 2018 – Present

- Led UX and UI design for end-to-end experiences across multiple product surfaces, balancing user needs, business goals, and technical constraints while maintaining a high bar for visual and interaction design.
- Co-developed and optimized Meta's design system, aligning design and code across teams and third-party agencies. Established governance processes and documentation, improving workflow efficiency and reducing inconsistencies.
- Built high-fidelity prototypes in Figma to evaluate key flows and interaction patterns, accelerating alignment and improving design decisions prior to launch.
- Partnered with product, engineering, and marketing stakeholders to deliver polished, consistent UI across responsive breakpoints, supporting handoff, QA, and launch quality.

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### UX Designer

Kelley Blue Book

Nov 2012 – May 2018

- Defined design patterns for KBB's shift to a mobile-first experience, creating a responsive framework that improved accessibility and performance. Positioned KBB ahead of competitors as Google prioritized mobile-first indexing, strengthening SEO.
- Led UX and design for the Accelerate program, enabling consumers to set up deals online before visiting dealerships. Collaborated on creating a seamless and intuitive shopping experience, reducing in-person negotiation time and increasing consumer confidence.
- Designed the Deal Advisor tool, a complex decision-support experience integrating pricing data, trade-ins, financing, and incentives to help users make high-confidence purchasing decisions.

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### Interactive & Graphic Designer

The Woo Agency

Nov 2010 – Nov 2012

- Designed the "Body Never Lies" ad campaign for MRI Performance, featured in leading bodybuilding magazines, reinforcing the brand's high-performance identity.
- Led the design of The Woo Agency's website (2011–2012), creating a modern and engaging digital presence.
- Created motion graphics and on-screen visuals for a Linksys promotional video displayed in Target stores, simplifying router setup for first-time users.

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## Education

### AA Graphic Design & Interactive Media

Platt College - Newport Beach, CA

Class of 2004

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## Skills

Design Systems Interaction Design Prototyping  
Cross-Functional Collaboration Figma  
Art Direction AI Creative Workflows Webflow  
GSAP Blender Spline HTML/CSS  
Strategy Usability Testing Accessibility