

Executive Summary

Data-driven designer with 5+ years of experience developing creative solutions and a proven track record of designing scalable design systems that strengthen both B2B and B2C digital products.

Skills & Tools

Product design	Interaction design	Stakeholder management	Jira
User experience design	User experience research	Cross-functional collaboration	UserZoom
Visual design	Design systems	Figma	HTML & CSS

Experience

Blue Shield of California, San Francisco, CA

Drove impact on the Provider Portal experience and Compliance Operations Enhancements team before leading the creation and adoption of a unified design system that improved user experience consistency, increased team efficiency across all digital products, reduced operational costs, and addressed key Net Promoter Score (NPS) detractors.

Lead Product Designer, Cerulean Design System

Apr 2025 – Present

- Established governance process for design system that balances consistency with flexibility, enabling teams to work efficiently while maintaining quality.
- Socialized and advocated for design system in presentations to the digital organization, senior leadership, and non-digital stakeholders.
- Mentored designers on system processes, stakeholder management, and cross-functional collaboration.
- Validated design system documentation clarity by conducting internal user research with stakeholders.
- Led end-to-end redesign of B2B and microsite navigation components, aligning visual and interaction navigation patterns across all navigation components.
- Achieved 88% component reuse rate, 35% reduction in lines of code, and cohesive look and feel by leading adoption of design system in member claims module.

Senior Product Designer, Cerulean Design System

Nov 2023 – Apr 2025

- Defined, documented, and implemented design system components, patterns, and best practices in collaboration with product designers and developers.
- Owled user acceptance testing (UAT) sign-off for monthly Angular and bi-weekly Adobe Experience Manager (AEM) releases.
- Achieved 65% component reuse rate and cohesive look and feel by leading adoption of design system in member message center module.
- Led end-to-end redesign of B2C navigation component to improve users' ability to find information.
- Achieved 24% increase year-over-year on NPS for "find info on website".
- Discovered and implemented critical member search and navigation preferences by conducting 100+ UserZoom tests on B2C navigation component explorations.

Product Designer

Jan 2022 – Nov 2023

- Increased bulk dispute capacity by 150% and integrated 3 additional accepted plan types on provider dispute resolution tool, resulting in further digitization of claim dispute process.
- Discovered and implemented key preferences on submitted claims search tool and claim details page by conducting card sorts, click tests, and surveys with B2B users.
- Built high-fidelity prototypes for senior leadership to demo to executive stakeholders, showcasing the digital organization's impact on company-wide goals.

Junior Product Designer

Jun 2021 – Jan 2022

- Designed compliance operations enhancements to maintain website compliance across all portals.
- Supported senior designers on complex projects.

Fault Radio, San Francisco, CA

Lead Designer

2022 – Present

Strengthened brand image by redesigning the website using a cohesive design system, crafting distinct promotional materials, and collaborating with the local Bay Area music community.

- Designed, implemented, and built a design system.
- Crafted promotional materials.
- Increased average active site users from 0 to 866 per month by redesigning and building a new website leveraging AI to fill gaps in technical knowledge.
- Oversaw and designed Fault Radio's first publication highlighting Bay Area music photographers.

UCSF Native American Health Alliance, San Francisco, CA

Graphic Designer

May 2024 – July 2024

Developed brand identity by redesigning existing brand resources.

- Owned logo redesign.
- Created visual brand assets for internal use.

Sawhorse Productions, San Francisco, CA

Product Designer

Sep 2022 – Dec 2022

Instituted gaming user experience by creating a design system and collaborating cross-functionally with developers and creative directors.

- Owned user interface and experience design on Elton John Roblox metaverse experience.
- Achieved #1 official Roblox concert ranking with 2.3 million visits and an 88% approval rating.
- Designed and implemented a design system for web, mobile, and gaming devices.

Tiny Docs, San Francisco, CA

Product Designer

Apr 2021 – Jul 2021

Established foundational product strategy by conducting research and designing early user flows.

- Discovered key user insights by conducting surveys, user interviews, and usability tests.
- Presented design decisions to executive stakeholders.
- Designed and implemented a design system.

C+L Creative, San Francisco, CA

Graphic Designer

2020 – 2021

Created system efficiencies for large volume of promotional materials.

- Designed marketing and social media graphics for small businesses and local campaigns.

Education

Build a Website with HTML, CSS, and GitHub Pages

Codecademy (2022)

User Experience Design Immersive Course

General Assembly (2021)

B.S. in Music Industry Studies, Minors in Studio Art & Business Administration

Loyola University New Orleans, New Orleans, LA (2020)