

User Experience Designer

Resourceful designer with 5 years of UX experience. Specializes in user-centered design that bridges user needs and business objectives. Holds a Master of Design in HCI and an MBA, bringing a unique strategic perspective to design challenges. Demonstrates a systems-thinking mindset, cross-functional fluency, and an action-oriented approach that accelerates alignment and delivery across teams through collaboration and leadership. *Core competencies include:*

Product Design | UX Design | User Research | Wireframing & Prototyping | End-to-End Product Design Lifecycle | Design Strategy | Human-Centered Design | User Requirements Gathering | Usability Testing | Information Architecture | Design Systems | Visual Design | Data Analysis | Agile Methodology | Workshop Facilitation | Design Leadership

Professional Experience

Senior User Experience Designer

Aug 2025 – Feb 2026

Bass Pro Shops — Springfield, MO

- **Prototyped E-commerce Pages:** Used Figma and UserTesting.com to conduct user testing and develop prototypes for hospitality, CLUB, and veteran loyalty programs across mobile and desktop site-wide.
- **Channeled AI Tools:** Utilized Figma Make, an AI component making tool to redesign and launch the size guide webpage for all clothes and apparel, covering over 100+ brands. Reduced scroll length by 92%.
- **Utilized Design Systems:** Worked with a comprehensive design system to accelerate design through the use of tokens, components, and patterns, and contributed assets to develop the design system further.

Product and UX Design Strategist

Aug 2024 – Aug 2025

Asterisk — Chicago, IL

- **Decoded Market Gaps:** Analyzed competitor landscape and user interviews to identify 8 key pain points in compliance workflows, resulting in 12 product differentiation opportunities that shaped market positioning.
- **Accelerated Design Velocity:** Built a modular component system in Webflow that reduced prototyping time by 80% and enabled rapid prototyping with frequent usability testing for digital product features.

Design Strategist and Researcher (Internship)

May 2023 – Aug 2023

Flip Labs — Chicago, IL

- **Synthesized Expert Intelligence:** Secured 20 prevention-focused partnerships for OSA by developing stakeholder strategies and transforming organizational approach from reactive cleanup to proactive prevention.
- **Executed Strategic Research:** Conducted 30+ user interviews and stakeholder workshops while developing visual design system maps and a comprehensive insights database to identify transformation opportunities and guide OSA's strategic pivot toward preventative wastewater management.
- **Mapped Global Systems:** Synthesized research across 50+ wastewater organizations to identify 8 regional variables and design principles, creating an evidence-based framework for scalable prevention strategies globally.

Graduate Design Teaching Assistant

Aug 2022 – May 2023

Illinois Institute of Technology, Institute of Design — Chicago, IL

- **Assisted Course Delivery:** Assisted in teaching Sustainable Solutions Workshop, guiding 14 students throughout the design process stages for the Core77 Design recognized *Future Archetypes of EV Charging*.
- **Co-taught Photography Course:** Instructed 15 graduate Design students in Intro to Photography, demonstrating DSLR techniques and teaching Lightroom and Adobe Creative Suite for digital workflow editing.

Business Development (Internship)

Jun 2022 – Aug 2022

Dyson — Chicago, IL

- **Conducted Market Intelligence:** Strengthened Dyson's Gen Z market positioning by developing comprehensive user research reports and strategic frameworks that identified 5 key opportunity areas through data analysis, directly influencing the product innovation pipeline and market expansion efforts.
- **Analyzed Consumer Motivation:** Uncovered 6 key purchase drivers, such as cost, quality, and trusted reviews, that strengthened market positioning through insights gathered by surveys and facilitated stakeholder sessions.

UX / UI Designer

Mar 2018 – Jul 2021

IdeaPros — San Diego, CA

- **Systematized Design Process:** Designed 85+ high-fidelity mobile apps and web designs using scalable research processes, design systems, and component libraries in Figma, Adobe XD, and Sketch.
- **Accelerated Design Delivery:** Reduced delivery timelines from years to months while cutting development costs and improving project efficiency across multiple launches through responsive, mobile-first design.
- **Scaled Design Team:** Grew the UX team from 1 to 4 designers, established standardized design processes, and served as a strategic liaison between design, engineering, and business teams for cross-functional alignment.
- **Delivered Cross-Platform Solutions:** Worked with developers to iterate and launch accessible digital experiences while ensuring user requirements were met on both iOS and Android platforms.

Digital Design Lab Monitor

Aug 2014 – May 2016

University of San Francisco, Design Department — San Francisco, CA

- **Facilitated Creative Tech:** Directly assisted Design, Art, and Architecture students with the utilization and navigation of Photoshop, Illustrator, Bridge, InDesign, and After Effects from Adobe Creative Suite, managed issues with large-scale industrial printers, and oversaw maintenance and support of 40 Mac computers.
- **Technical Problem Resolution:** Resolved critical software limitations and bugs in design and architecture tools through technical troubleshooting and rapid skill acquisition, enabling students to execute creative visions.

Media Coordinator and Photographer

Aug 2014 – May 2016

University of San Francisco, Performing Arts Department — San Francisco, CA

- **Directed Media Production:** Led photography for 50+ university productions, collaborating with stakeholders and event managers to achieve creative vision while delivering edited content for multi-platform distribution.
- **Delivered Media Curation:** Triaged and edited 1000+ event photos using Adobe Photoshop, Lightroom, and Camera Raw, delivering curated high-quality galleries for participant sharing and marketing collateral.

Sponsored Projects

Designer and Researcher

Aug 2023 – Dec 2023

Starbucks — Chicago, IL

- **Standardized Field Research:** Improved research methods and reduced inconsistencies for field researchers at store-testing sites, enabling higher-quality customer insights that directly inform product innovation at Starbucks.
- **Roadmapped Research Strategy:** Established a 5-year scalable research capability roadmap incorporating AI technologies by synthesizing feedback from field researchers during weekly leadership sessions for Starbucks.

Designer and Researcher

Jan 2023 – May 2023

Chicago Architecture Center — Chicago, IL

- **Transformed Visitor Experience:** Developed 3 new service offerings by synthesizing visitor insights into recommendations for senior leadership, strengthening community connections, and diverse learning experiences.
- **Exposed Learning Barriers:** Identified learning barriers and developed targeted design principles for content and experience strategies based on 21 user interviews and accessibility research.

Education

Master of Design, Human-Computer Interaction — Illinois Tech, Institute of Design — Chicago, IL Aug 2021 – Dec 2023

Master of Business Administration — Illinois Tech, Stuart School of Business — Chicago, IL Aug 2021 – Dec 2023

Artificial Intelligence Practitioner (AI) — IBM — Chicago, IL Aug 2022

Bachelor of Arts, Design — University of San Francisco — San Francisco, CA Aug 2012 – May 2016

Awards

Core77 Design Awards 2024 Runner-Up, Consumer Technology & Transportation - *"Future Archetypes of EV Charging"*

Fast Company World Changing Ideas Awards 2023 Honoree, Politics & Policy & Urban Design - *"Reimagining the Resident/Government Relationship"*

Software / Tools

Figma, Adobe Creative Suite, Adobe XD, Sketch, Webflow, Jira, GitHub, Miro, Mural, Qualtrics, PowerPoint, HTML, CSS

Leadership Qualities

Strategic systems-thinker, talent-developing mentor, adaptive change-leader, entrepreneurial innovator, globally-minded