

*ATS Version

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Product Design Director

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Professional Summary

Product Design Director with 10+ years of experience leading end-to-end UX and UI design across mobile, web, TV, and wearable platforms for Fortune 500s, startups, and global brands. Expert in human-centered design, cross-functional collaboration, accessibility, and creating design systems that drive measurable business outcomes. Proven track record in scaling product design from concept to market leadership in sports tech, financial services, telecommunications, and consumer platforms.

Professional Experience

IONSPORT – *Product Design Director*

FEB 2025 – SEP 2025 | REMOTE

Recruited directly by the CEO to lead the design and experience strategy for an ambitious product ecosystem redefining the digital experience for racket sports. Oversaw design direction, UX strategy, and cross-platform execution across mobile, TV, smartwatch, and web.

Key Achievements & Impact:

- **Product Growth:** Led all UX and UI initiatives for *IONCOURT*, the company's flagship multi-platform app, driving **50%+ user growth in six months** and establishing it as the **#1 scoring and data platform** for racket sports.
- **Ecosystem Expansion:** Directed design of a **connected product ecosystem**, including smartwatch, TV, and CMS-driven web tools — extending engagement across fan, player, and league experiences.
- **User Research & Insight:** Conducted **mixed-methods research** (interviews, usability studies, analytics) to uncover key pain points across officials, fans, and leagues —

leading to a **fan-centric growth strategy**.

- **Vision & Alignment:** Facilitated cross-functional workshops to define a **north star vision** — *“to create a living ecosystem where every fan feels part of the game — anywhere, anytime”* — aligning design, product, and engineering around shared KPIs for engagement and retention.
- **Design Systems & Operations:** Built a **multi-platform Figma design system** and established **design operations in Jira**, improving visibility, delivery velocity, and cross-team consistency.
- **Accessibility & Inclusion:** Embedded **WCAG accessibility standards** into the design process, ensuring inclusivity and global usability across all products.
- **Fan Experience Redesign:**
 - Implemented **QR-based activation** via social media and live events to drive conversions and organic reach.
 - Integrated **AI-enhanced facial and fingerprint authentication** for faster, more secure sign-in.
 - Redesigned navigation and content hierarchy to emphasize live scores, teams, and events, improving discoverability and engagement.
 - Introduced **follow, notification, and personalization** features to foster sustained user connection.
 - Result: **30% reduction in onboarding friction** and significant increases in session time and fan retention.
- **Leadership & Culture:** Mentored a cross-functional design team, elevating design maturity and positioning design as a **strategic partner in business growth**.

Core Competencies:

Product Design Leadership · UX Strategy · Design Systems · User Research · Ecosystem Thinking · Design Operations (DesignOps) · Accessibility (WCAG) · Cross-Functional Alignment · Scalable Product Design · Data-Informed Decision Making

Case Study: [LINK](#)

Stratfield Consulting – Chick-fil-A – *Senior UX/UI Designer (Lead)*

APR 2023 – DEC 2024 | REMOTE

- Led UX transformation for kitchen operations in a **Fortune 500 QSR**, improving **production speed by 30%** and **reducing training time by 50%**.
 - Designed accessible interfaces used by **250,000+ team members** across **2,500 locations**.
 - Innovations included **gamified training**, **real-time performance dashboards**, and **error-reducing station interfaces**.
 - Collaborated with in-house development teams and product owners in an Agile environment to deliver short-term enhancements while creating a long-term product vision.
 - Facilitated cross-functional workshops with 13 business leaders to align product strategy. Case Study: [LINK](#)
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Orion Innovation – TravelPulse, Morgan Stanley – *Senior UX/UI Designer (Lead)*

FEB 2022 – FEB 2023 | REMOTE

- Modernized UX for TravelPulse's responsive websites, resulting in **+60% time on site** and **+40% ad impressions**.
 - Created a new **design system**, **data-driven personas**, and accessible interfaces.
 - Led UX audit for **Morgan Stanley**, resulting in improved dashboard usability and test strategies.
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Synergis Creative – State Farm – *Lead UX Generalist*

JUN 2021 – JAN 2022 | HYBRID – ATLANTA

- Partnered with innovation teams to define 3-year product visions across auto, renters, and pet insurance.
 - Delivered UX strategies and prototypes that enhanced accessibility and product-market fit.
 - Led feature design for limited releases, including **risk-mitigation workflows** for high-risk customers.
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KForce – AT&T – *Senior UX/UI Designer (Lead)*

JUL 2019 – JUN 2021 | HYBRID – ATLANTA

- Reimagined the UX of a **Fortune 500 telecom** mobile app, integrating **shopping and support experiences** into a traditional account interface.
 - Developed reusable components, improved accessibility, and increased personalization.
 - Mentored international designers and led collaborative agile design sprints.
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Onward Search – Turner Sports – *Senior Designer*

MAR 2017 – JUN 2019 | ONSITE – ATLANTA

- Explored and innovated UX features focused on fan micro-moments across multiple sports digital platforms for a Fortune 500 sports media company.
 - Collaborated with cross-functional teams to deliver innovative designs, including original artwork, new website navigation, and design system components.
 - Contributed to product launches across social, editorial, and marketing initiatives.
 - Created branded content including the **She's Got Game** identity and the official **ELEAGUE** game controller.
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Allconnect – *Senior UX/UI Designer (Lead)*

APR 2016 – FEB 2017 | ONSITE – ATLANTA

- Led UX for marketplace platforms, achieving **60% increase in revenue** and **300% decrease in email unsubscribes**.
 - Designed responsive authorized retailer sites and new ad offerings.
 - Facilitated ideation and usability workshops to validate design decisions.
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The Weather Channel – *Senior Ad Product Designer (Lead)*

SEP 2012 – DEC 2015 | ONSITE – ATLANTA

- Designed custom ad experiences for **200+ global brands**, embedding native ads across **web, app, and TV** platforms.
 - Developed a suite of **multi-million-dollar ad products** and mentored global design talent.
 - Regularly collaborated directly with clients on high-profile campaigns.
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Entaire Global Companies – *Graphic Designer*

APR 2008 – AUG 2012 | ONSITE – ATLANTA

- Led all design work for a financial services company, including **branding, events, web, and marketing collateral**.
 - Contributed to campaign strategies that improved client engagement and brand visibility.
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Education

University of Wisconsin – Madison

Bachelor of Arts – Graphic Design Concentration (2007)

Skills

UX Leadership | UX Design | UI Design | Visual Design | Product Innovation

Human-Centered Design | Design Systems | Accessibility | Product Vision

User Research | Agile Methodology | Lean Methodology | Cross-Functional Collaboration

Design Ops | Resource & Team Management

Tools & Technology

Figma | **FigJam** | **Adobe CC** | **Miro** | **Mural** | **Trello** | **Jira** | **Monday.com** | **Slack** | **Salesforce** | **Microsoft 365** | **Google Workspace** | **Keynote**