

Education

San Francisco State University
Bachelor of Science
Visual Communication & Design

Bay Area Video Coalition
Bridges Fellowship
Digital Media

Diablo Valley College
Music Industry Studies
Sound Engineering

Certificates

IDEO – Cultivating Creative Collaboration
IDEO – Creative Superpowers
Skillshare – Mastering Figma UI/UX

Skills

Brand Identity

Design Systems

Web Design

Art Direction

Product Design

Prototyping

Component Libraries

UI/UX

Visual Design

User Experience

Interaction Design

Events

Editorial

Brand Campaigns

Motion Design

Tools

Figma, Adobe Creative Suite, Webflow, Framer, Photoshop, Illustrator, Midjourney, Spline

Creative lead designer with 11+ years of experience in brand and product design. I craft scalable design systems, UI kits, and brand identities that drive business impact across digital and physical touchpoints from fintech and Web3 to health and SaaS. Focused on accessible, human-centered solutions that convert and resonate.

Experience

Freelance · Brand & Product Designer / Art Director
2014 – Current · Web3, SaaS, MedTech

- Supporting early-stage MVP development across product, brand, and marketing
- Building design systems, brand foundations, and onboarding UX
- Designing UI kits, pitch decks, and web designs via Figma, Webflow

Earnest · Lead Visual Designer
2022 – 2023 · Lending Fintech

- Led end-to-end brand redesign, including strategy, creative brief, and stakeholder alignment workshops with C-suite leadership
- Directed and collaborated with an external agency on execution of a new brand identity system: typography, color, iconography, illustrations, tone & voice
- Led a comprehensive design system audit and defined scalable architecture, systemized component standards, and improved tech-stack
- Launched key web initiatives improving cross-functional collaboration methods and development hand off standards

Ripple · Senior Visual Designer
2019 – 2022 · Blockchain Fintech

- Spearheaded Ripple’s global rebrand in partnership with brand, product, and engineering teams
- Built core design system components and libraries used across digital platforms
- Led creative direction for the XRP Ledger brand and redesign of xrpl.org
- Designed the inaugural Apex Developer Summit identity and full event experience including: signage, wayfinding, stage design, swag, website, and social assets
- Led design for annual reports, marketing campaigns, web experience, brand guidelines and collaborated across team on Ripple’s Swell events

ARC · Visual Brand Designer
2016 – 2019 · SaaS

- Developed and implemented a global brand identity system deployed across 200+ international offices
- Designed visual guidelines, UI components, brand standards documentation, and annual reports
- Collaborated cross-functionally with product and marketing teams to implement a unified brand presence across digital and physical environments