



EXPERIENCE

HP

Lead Product Designer May 2022 - Current | San Diego, CA
Currently overseeing the HP Smart App core experiences, and leading the efforts to migrate core experiences to new upcoming HP app. Lead the UX strategy and journey mapping efforts for account users for the new HP All-in subscription model, and am currently revamping all Scan experiences for all OS's and native desktop touchpoints. (Mac, Windows, iOS, Android)

EDISEN

Sr. Product Designer February 2021 - May 2022 | La Jolla, CA
Within the first 6 months, helped spearhead the dark and light mode UX efforts for our Digital Asset management system to adhere to Material UI library components, XGrid and Syncfusion Tables. Implemented new semantic UI design systems, created accessibility heuristics testing sessions. Introduced a focused 2 week design sprint that involves all teams dynamically, (Product, Design, Engineering) to foster a lean cadence on feature tasks, for optimal hand-off deliveries to engineering teams. Implemented unified product and design operations workflow that fosters strategy between all product managers and designers, which include Dev Inspect documentation, sprint workflow SOPs, server setups, while also creating Confluence documentation for feature briefs.

LEASELABS

Interactive Design Director September 2019 - February 2021 | San Diego, CA
Conceptualized award-winning digital work. Directs a team of 9 UX designers to champion creative ideas while reducing costs up to 20% by implementing agile and lean methodologies through Design Ops. Creatively supports VP's of Product, and Marketing on all A-level strategy verticals and implements working holistic UX solutions that span the entire customer journey. Actively involved in R&D's, strategy between project managers, engineering and implementation teams, while promoting emerging trends _in interactive technologies, content, design and marketing tactics.

Sr. UX Designer January 2017 - September 2019 | San Diego, CA
W3 2017 Web Design Silver Award Winner, in which I coordinated with Interactive Art Director, Project & Product Managers, Marketing, and Engineers to produce responsive full stack architecture pages, UI/UX strategies and videos. While creating design systems, I designed UI layouts including controls, labels and graphical elements for software on both mobile and desktop platforms with an eye towards experience unification.

L7 CREATIVE

Sr. Interactive Designer January 2016 - January 2017 | Carlsbad, CA
Created visually stimulating experiences using research methodology, A/B testing, accessibility, and information architecture. Coordinated with Chief Creative Officer, Art Director, and Director of Technology, to build bold experiences for clients such as Vizio, Eisenhower Medical, and Baker Electric Solar.

BIZCLIK MEDIA

Design Manager July 2011 - Jan 2016 | Carlsbad, CA
Directed a team of 6 Graphic Designers to execute and deliver conceptual and fluid designs in regards to our monthly publications and various magazines. Designed 12 monthly magazines, and digital marketing content. Clients included Papa John's, Illumina, Fed Ex, Xerox, and Beats.

LAMBESIS

Graphic Designer April 2010 - July 2011 | Carlsbad, CA
Coordinated with the Creative Directors, copywriter and a team of graphic designers to develop effective communicative solutions for various clients in the Media/Television realm. Clients included Dasani, Grand Marnier, and Skyy Vodka.

CONTACT

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EDUCATION

SAN DIEGO STATE UNIVERSITY
Bachelor of Arts, Multimedia Design | 2008 - 2010

MIRACOSTA COLLEGE
Associates Degree in University Studies,
Emphasis in Graphic Design | 2006 - 2008

CERTIFICATES

THE INTERACTION DESIGN FOUNDATION
Conducting Usability Testing | 2022

SKILLS AND PROFICIENCIES

Creative Direction	Typography
Interactive Strategy	Video Production
UI/UX Strategy	Rapid Prototyping
Design Ops	Material UI Libraries
Wireframing	Heuristic Evaluations

Figma, Adobe CC, XD, Sketch, InVision, Craft, Anima, JIRA, Atlassian, Confluence, Amazon S3, Teams, Slack, Unbounce, HubSpot, Basecamp, Microsoft Office

AWARDS & MEMBERSHIPS

- W3 2017 Web Design Silver Winner
- SDXD Community
- MiraCosta College Industry Advisory Board

REFERENCES

- Michael Kirkham - (949) 290-9780
Head of Product at Edisen (Now VP of Product at Oracle)
- Nick Adams - (484) 883-1785
Director of Product Development at LeaseLabs
- Leigh Cotnoir - (619) 251-7480
MiraCosta Media Arts & Technology Director