

PROFILE

Multidisciplinary designer with an affinity for telling the unique stories of exceptional brands and producing human centered experiences that positively impact the way users think, feel and ultimately behave. I believe in ideas that are designed entirely with audiences in mind from concept to deployment and are supported by qualitative and quantitative results.

KEY EXPERIENCES

Google

2021 - 2023

Interaction Designer | Full-time

- Collaborated closely with cross-functional teams to define product requirements and delivered enterprise UI designs to overhaul fleet health infrastructure & technician operations across 200+ sites globally. Increased CSAT (customer satisfaction) 30% within first quarter of MVP deployment.
- Design lead on UX/UI initiatives for data center health enterprise software, responsible for infrastructure maintenance of 40% of all internet traffic and services world-wide.
- Onboarded and mentored team members; created personalized workstreams to support their contextual foundation and success.
- Drove research initiatives including 300+ individual user interviews. Created and managed focus groups accounting for over 400 members across EMEA and NASA.
- Google interviewer that assessed candidates proficiencies in problem solving, communication and the ability to thrive in ambiguity.
- Received 11 internal awards over two years for design excellence, customer outreach and milestone delivery. Maintained an "Outstanding" calibration rating throughout my tenure.

Google

2018 - 2021

Product Designer | Contract

- Delivered creative interfaces optimizing interactions between humans, machine learning and automated systems.
- Initiated and socialized north star product vision and AR opportunities that capitalized on unique ergonomics and global execution.
- Conducted and synthesized UX research. Ideated, iterated and prototyped complex user interfaces for >1,500 user workflows. Generated critical user journey maps and artifacts.

Creature Media

2010 - 2018

Creative Director/Principal | Full-time

- Conceptualized and delivered digital strategies, content and visual design collateral that empowers the voice of small and medium sized businesses including healthcare, lifestyle and tech industries.
- Drove digital product development, accountable for execution and deployment across remote teams.

Adobe

2015 - 2016

Visual Designer | Project Contract

- Designed and delivered highly visual UI demonstration assets in support of Adobe Muse (now Adobe XD) product offering featured at the Adobe Max Creative Conference and Creative Bloq magazine.

Muse Themes

2013 - 2016

Visual Designer | Contract

- Delivered visual web design for proprietary theming and modular UI components that surfaced diverse data sets. Demonstrated the ability to be a charismatic leader and individual contributor.

RECOGNITIONS

Google gThanks Awards

Peer (7) Executive (4)

Guest Panelist/Speaker

Adobe Max Creative Conference

Nominated

CSSAwards.com

Featured Designer

Creative Bloq Magazine

Guest Lecturer

Art Institute of Austin, TX

PROFICIENCIES

Creative Tools

AdobePremiere
Adobe Photoshop
Adobe Illustrator
Adobe XD
Marvel
Principle
Sketch
Figma

Collaborative Tools

Basecamp
InVision
Jira
Miro
Taskflow
Trello
Smartsheets
Slack

Skills

UX/UI Design
Visual Design
Design Systems
Wireframing
HTML/CSS
Art Direction
Leadership
Communication

EDUCATION

Google

Interviewer Certificate
2022

Art Institute of Austin

BFA, Interactive Media
2008 - 2011

Dallas Sound Lab

Acoustic Sciences Certificate
2005