

Professional Summary

A highly dynamic and innovative professional with 6 years of experience in UX. Possesses extensive knowledge in crafting data-driven products that deliver measurable value for both businesses and consumers. Experienced in adapting to agile methodologies to streamline the process from design to engineering. Fosters compliant design systems by staying current with accessibility standards and conducting proper component audits. Strives to incorporate both quantitative and qualitative research to develop viable products. Leverages AI to streamline processes, automate workflows for efficiency, and enhance user experiences with intelligent, context-aware solutions.

Work Experience

ITWORKS! Global

Senior User Experience Designer. 2023 - Present

- Increased Perks Member and Distributor enrollments by designing an intuitive product and membership sharing feature called Shareable Shopping Bag for the B2B Distributor mobile app, contributing to higher adoption rates, faster checkout, and positive feedback from both Distributors and stakeholders.
- Re-platformed a legacy, non-responsive B2B site into a newly designed, mobile-optimized platform, improving accessibility and usability for retail customers, Perks Members, and Distributors managing accounts and business operations, enhancing performance and scalability to support a growing user base.
- Designed an AI Co-Pilot for the Distributor App that improved usability by guiding Distributors through key tasks, reducing friction and decision fatigue.

Ashley Global Retail

Senior User Experience Architect. 2021 - 2023

User Experience Architect. 2019 - 2021

- Lead designs for the Testing & Optimization team which contributed to the implementation of high performing website features, such as “Shop the Collection” that yielded positive results on product listing pages by upselling/cross selling products.
- Designed the first mattress quiz that yielded a high return in mattress sales, engagement, and store purchases.
- Improved traffic and engagement across three Ashley Stores by redesigning mobile site navigation with a streamlined tab-based experience.

Education

Masters in Architecture

University of South Florida. 2014 - 2018

Proficiency

Process

Interaction Design
Visual Design
Prototyping
Wireframing
User Research
User Flows
Journey Mapping

Software

Figma
UXPin
User Testing
Adobe Photoshop
Adobe Illustrator