

Visionary Digital Creative Leader | Product Strategy + Experience Design

Multidisciplinary design leader with a proven track record of creating impactful digital experiences across product, brand, and marketing. As Founder of genioLAB and former Lead Designer for Scorpion's Communication Suite, I've driven strategy, storytelling, and UX for platforms that connect businesses to their customers—leading to measurable growth, including a 52% increase in communication volume. Adept at guiding cross-functional teams, integrating AI and multi-platform systems, and building scalable design processes that serve both user needs and business goals.

Experience

CEO & Founder - Design & Strategy | genioLAB

Los Angeles, CA | Oct 2024 – Present

- Led the go-to-market strategy and brand development for two sister companies, shaping their positioning, messaging, and visual identity. Created compelling content and design narratives that introduced each business's mission, services, and solutions – delivering persuasive collateral to support investor pitches, client outreach, and strategic partnerships.
- Managed end-to-end project execution for both clients, from discovery and design to delivery, ensuring outcomes exceed expectations and remain on time and budget.
- Developed genioLAB's brand identity, marketing strategy, and website, crafting a compelling narrative, social profile, and design system that reflect the agency's human-centered, innovation-driven mission.
- Launched outreach initiatives to grow the client base, including content marketing, network activation, and tailored proposal development – laying the groundwork for scalable growth in the agency's first year.

Senior Product Designer | Scorpion

Los Angeles, CA | Sep 2020 – Oct 2024

- Led UX/product design for Scorpion Connect and the Scorpion Platform's Communication Suite, overseeing all phases of development in a dynamic, fast-paced environment composed of cross-functional teams, including designers, product managers, and front- and back-end engineers, to deliver innovative solutions.
- Brought innovative ideas to life by applying UX/UI best practices, spearheading the design of features such as the Scorpion Connect AI Assistant. Integrated AI technology and connected platforms like Facebook Messenger, Angi, and Thumbtack into the Communication Suite, resulting in a 19.8% improvement in average lead conversion.
- Established and implemented Scorpion's official UX process, developing a standardized framework that ensured engaging, user-centered experiences across all future product features.

Senior Visual/UI Designer | DisneyNOW

Los Angeles, CA | Jul 2018 – Jan 2020

- Designed and launched innovative features for DisneyNOW's "Tokens" Program across mobile, web, and TV platforms, ensuring seamless experiences on iOS and Android devices. Tailored designs to meet the diverse needs of child, youth, and mature audiences, guided by user-centric design principles and incorporating engaging illustrations, motion graphics, and sound.
- Created rapid prototypes and conducted usability tests to validate design concepts and improve user experiences.
- Collaborated with product managers, engineers, and marketing teams to develop and implement high-quality design assets, ensuring alignment with business objectives and user needs.
- Streamlined workflows by implementing simplified master libraries, updating design system symbols, and managing the execution of sharable components with developers, significantly improving team productivity.

Art Director |  NBCUniversal

Los Angeles, CA | Apr 2004 – Sep 2017

- Supervised, hired, and mentored a team of 12 brand and visual designers to create and deliver high-quality digital assets for over 40 NBCUniversal shows across websites, mobile apps, OTT services, and social media platforms.
- Spearheaded the establishment of NBC's digital brand through innovative marketing campaigns, driving consumer awareness of the SNL40 app, which achieved 1.4 million downloads within the first three months of launch.
- Designed and optimized interactive digital experiences for NBCUniversal properties, leading the creation of responsive web and app interfaces. Key projects included developing dynamic microsites and video-rich, user-friendly dashboards for hit shows like The Office and Parks and Recreation. Leveraged user feedback to refine interaction patterns and ensure seamless navigation across platforms.

Awards + Volunteering

Emmy Nomination | Best Fiction Show Website: **The Office**

Co-Founder + Executive Director | Non-profit for Our Community: **Trailmixer**

Skills + Expertise

AI Technology

Agile Methodology

Communication Software

Component Based Design

Design Accessibility Guidelines

Design Systems

Information Architecture

Interaction/Motion Design

Process Optimization

Product Design

Responsive Design

User Research & Testing

Team Management

UX / Lean UX / UXD

Wireframing & Prototyping

Software

Adobe Creative Suite, Atlassian Jira, Azure & ClickUp, ChatGPT, Figma, Keynote, Microsoft Office Suite, Miro, Sketch, Storybook, Zeplin

Education

Bachelor of Arts | Interactive Digital Media: **Academy of Art University**

Certification | Google UX Design Professional: **Coursera**

Certification | Alchemy Leadership Fundamentals: **The Annenberg Foundation**