

Visionary User Experience + Product Designer

Innovative Lead Designer with expertise in UX/UI best practices, currently driving product development for Scorpion Platform's Communication Suite, which led to a 52% average increase in communication volume. Proficient in integrating AI and multi-platform connectivity, with the ability to collaborate with cross-functional teams and implement UX processes, ensuring engaging user experiences. Skilled in designing for diverse user needs and leading creative teams.

Experience

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, Chat GPT, 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**