



Contact

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Education

M.S, User Experience

Arizona State University

B.S, User Experience

Art Institute of California

Skills

DESIGN

- PRODUCT DESIGN
- INTERACTION DESIGN
- DESIGN SYSTEMS
- WIREFRAMING
- PROTOTYPING
- MOBILE DESIGN
- E-COMMERCE UX
- VISUAL DESIGN

RESEARCH

- USER RESEARCH
- USABILITY TESTING
- A/B TESTING
- DATA INFORMED DESIGN
- HEURISTIC EVALUATION
- VISUAL DESIGN

LEADERSHIP

- TEAM LEADERSHIP
- MENTORSHIP
- CROSS FUNCTIONAL
- STAKEHOLDER COMMS
- AGILE / SCRUM

TOOLS

- FIGMA
- ADOBE CC
- CLAUDE
- JIRA
- CONFLUENCE

Education

Lecturer, Digital Design

Cal State Fullerton

Mentoring the next generation of designers keeps me grounded in the fundamentals and reminds me why the craft matters in the first place.



Director, Digital Design
Court Avenue • Los Angeles, CA

2023 to Present

- Led a design team from discovery through high fidelity delivery across web, mobile, and campaign engagements, independently managing projects end to end while setting the quality and craft standard for the organization.
- Translate ambiguous briefs into clear interaction models and user flows for clients across automotive and agency verticals, ensuring every experience is purposeful, user centered, and grounded in real user behavior.
- Serve as the design voice in executive and cross functional forums, communicating design rationale persuasively to senior leadership and maintaining user centered direction from kickoff through launch.
- Integrate AI tools and workflows across the design process, from research synthesis and concept generation to copy iteration and QA, accelerating output quality and team velocity without sacrificing craft.



Creative Director, UX/UI
Mint Mobile • Costa Mesa, CA

2022 to 2023

- Grew the design org from 8 to 12, reorganizing the team by vertical to align with business needs, while establishing career frameworks, design rituals, and critique culture that consistently upleveled craft and output quality.
- Owned end to end product design across web, mobile app, and digital platforms, leading interaction design, purchase and checkout flows, and multi channel digital experiences for a fast growing consumer brand.
- Built a unified design system in Figma with components, autolayout, and documentation that became the single source of truth across all consumer facing touchpoints and accelerated delivery across teams.
- Partnered with engineering and product leadership to align on roadmap priorities, define interaction patterns, and ship high quality product experiences on time and within budget.



Director, User Experience
Mint Mobile • Costa Mesa, CA

2021 to 2022

- Led end to end UX strategy and interaction design across a portfolio of digital products, transitioning the organization from intuition led decisions to a research backed, outcomes focused design practice.
- Directed cross functional research and design teams, partnering with the development team to ship data informed experiences that improved conversion, engagement, and user satisfaction.
- Created a scalable, enterprise wide design system that unified all digital properties, dramatically reducing design inconsistency and accelerating development velocity across teams.



Associate Creative Director, Experience Design
Team One • Los Angeles, CA

2019 to 2021

- Defined and drove long term UX strategy for high profile clients, introducing scalable UI patterns and component standards that improved craft consistency across a multidisciplinary design team.
- Mentored and grew a team of experience designers, establishing a culture of constructive critique, shared ownership, and continuous improvement in design quality.
- Shipped cohesive, high craft digital experiences across web and mobile, balancing user needs, business objectives, and technical constraints from brief through handoff.



Senior Experience Designer
Team One • Los Angeles, CA

2016 to 2019

- Designed and launched a personalized homepage experience, crafting the full interaction model, prototyping flows in Figma, and collaborating with engineering to deliver a polished, high quality product.
- Led a platform migration to a new CMS, simplifying complex editorial workflows and future proofing the content architecture for long term scalability and team independence.
- Built a modular design system for multi device applications, reducing design debt and enabling faster, more consistent iteration across the full product team.