

## EXPERIENCE

### **Product Design Manager**, Capital Rx — *Remote*

March 2024 - Current

Oversee design team process, efficiency, goal setting, team meetings, and design reviews/approvals in addition to serving as a design lead for a complex SaaS product.

- Management of 4 direct reports with varying titles from associate to senior levels
- Work alongside Director of UI/UX in team structure strategizing, goal setting, and improvement of process
- Oversight of team growth in which the team doubled in size; leading the hiring and evolution of processes as the team expanded

### **Senior UI/UX Designer**, Capital Rx — *Remote*

February 2022 - March 2024

Responsible for advanced prototyping, user research and testing, collaboration with the development team, and ensuring design system consistency for a complex healthcare product.

- Lead end-to-end design within agile/scrum process
- Contributor to existing design system
- Effective collaboration with developers and product managers
- Analyzing and improving complex workflows within a niche SaaS product space
- Creation of advanced prototypes for display with stakeholders

### **Senior Designer**, Overlake Hospital — *Bellevue, WA*

November 2019 - February 2022

Designed a healthcare search experience and UI using user studies and data to drive decisions.

- Close collaboration with outsourced development team in implementing an advanced search tool for users locating healthcare providers and locations

## HIGHLIGHTS

- People management and team leadership experience
- Implementation and evolution of design team processes
- Passion for dissecting complex workflows
- SaaS product design experience
- Creative A/B Tester
- Constantly conscious of responsive design principles
- Consistent adherence to design system & brand guidelines
- Human-centered design
- Advocate for proper design process & iteration
- Advanced Figma prototyping
- Prior Adobe Creative Awards Panelist

## TOOLS

- Figma, Sketch, Adobe Suite
- HTML/CSS
- Github
- Miro & other collaborative tools
- Project management tools such as Jira, Trello, etc.
- Microsoft Excel, Powerpoint, Word, Keynote
- Remote working tools such as Slack, Zoom etc.

## **Freelance Designer** — *Remote*

March 2015 - November 2019

Experience with a large array of clients and projects including UI/UX design, frontend coding, advertising design, email template design, branding/design system creation and more.

- Managed the creation of a responsive website for a financial advisory company that increased lead conversion by 25+%
- Conceptualized and designed a webinar advertising campaign for a B2B business that received over 600 registrants
- Developed website designs for a translation services company that increased average time users spent on the site by 51%

## **Web Designer**, The Control Group — *San Diego, CA*

March 2015 - July 2017

Generated and designed ideas for use in A/B testing across multiple online sales funnels, studied user behavior, measured success of design through data analysis, and developed new sales funnels/lead generation avenues.

- Awarded top performing A/B tester by achieving highest total amount of increased conversion rates from my designs
- Created a design that increased sales conversion rate by 13%
- Contributed to over 500 A/B tests that performed at a 5.34% win rate allowing me to achieve 100% of my quarterly goals

## **Graphic Designer & Web Specialist**, M.A.D. Group — *San Diego, CA*

January 2014 - February 2015

Developed brands, website designs, email campaigns, front-end code for Joomla and Wordpress websites, online advertising campaigns, logos, and more.

- Designed fully-responsive websites that drastically improved user experience and lead conversion rates
- Contributed to re-branding of small businesses that helped them target the correct audiences
- Worked with both web and print design to achieve successful, cohesive advertising campaigns

## **EDUCATION**

### **San Diego State University** — *San Diego, CA*

August 2010 - May 2014

- College of Business Administration, Emphasis in Integrated Marketing Communications
- President of the Order of Omega Honor Society
- Vice President of Public Relations for Kappa Delta Sorority

References Upon Request