



EXPERIENCE

Interaction Designer

Google
March 2021 - Present
Irvine, CA

- Lead UX and strategic direction of Google's internal content management system that powers all support and help article for all Google products.
- Partner across product verticals in Google's support ecosystem to ensure our product's UX strategy aligns with high-level organizational goals.
- Lead and execute tactical UX feature work by collaborating with Product and Engineering to define requirements based on extensive UX research.
- Establish design processes for UX research and critique for our product team to ensure high-quality product experiences that are informed by user needs.
- Collaborate with internal partner users to increase adoption of our suite of tools in our CMS by defining their operational processes to ensure high quality content is regularly available for Google customers.

Senior Product Designer

Oscar Health
June 2019 - March 2021
Los Angeles, CA

- Design and own entire end-to-end UX for Oscar's internal tool Campaign Builder which is an app that allows for internal teams to build campaigns and workflows that outreach to Oscar members.
- Redesign Oscar's internal tool Form Builder, an app that allows for internal teams to build HIPAA compliant surveys.
- Establish research, user interviews, usability testing and design iteration as a fundamental part of Oscar's product building process for the Comms teams.
- Work closely with product team to define product road maps and business directions and help execute design across all internal user touch points.

Freelance Product Designer

Various Clients
May 2017 - June 2019
Los Angeles, CA

- Lead UX efforts for various clients which involved user interviews, persona creation, journey maps and facilitating user feedback sessions.
- Work closely with stakeholders and product teams to define product roadmaps and business directions and help execute design across all customer and user touch points.
- Create a scalable design systems in Sketch and Abstract using Atomic Design Principles and collaborate with engineering to build reusable components.

Senior Product Designer

Ticketmaster
February 2018 - October 2018
Hollywood, CA

- Lead UX and visual design on Ticketmaster's Enterprise Sales app, which allows agents at box offices to sell tickets at their venue.
- Work closely with the Enterprise UX team and product teams to identify and solve complex user experience problems across Ticketmaster's Enterprise product verticals such as Sales, Analytics and Event Creation.
- Collaborate closely with the product team to define roadmaps, business goals, priorities and client relationships, all while leading research for building the Sales app and delivering designs on a weekly basis.

Senior Product Designer

HR Cloud / Neogov
October 2015 - May 2017
El Segundo, CA

- Work closely with the Creative Director in the Product Development team to design intuitive user experiences and clean user interfaces for HR Cloud's suite of HRMS web based and mobile applications.
- Delegate design tasks to fellow designers and illustrators within our team to ensure timely delivery of quality assets.
- Work cross-functionally to establish design standards including product design, art direction, branding and marketing.

Product Designer

Ubiquiti Networks
August 2014 - September 2015
Culver City, CA

- Lead Ubiquiti's web team in all aspects of site user experience, UI design, maintenance and product releases.
- Work closely with the Front-End and Back-End Developers to ensure all UX and UI functioned properly and consistently across the entire site.
- Gathered user feedback and analytics to aid in the redesigned user experience of Ubiquiti's high-traffic Support and Download page.

Product Designer

REVOLVE Clothing
August 2013 - August 2014
Cerritos, CA

- Collaborate with the Product Development team on various layouts and interactive user features on REVOLVE's e-commerce desktop site, mobile site and iPhone app including size guides, login and registration userflows and social media integration.
- Work closely with the Front-End, Back-End and iOS Development teams to ensure all user interface designs look and function properly.

Art Director

Various Advertising Agencies
June 2011 - August 2013
Los Angeles, CA

- Provide Freelance Art Direction to many top entertainment advertising agencies including BLT Communications, Ignition Creative, The Refinery, Iconisus L&Y, Wong Doody, Petrol Advertising and Proof Creative Group for the development of feature film and videogame campaigns.
- Design web user interface comps for Cedars-Sinai, ESPN College Gameday and Wong Doody rebrand.

EDUCATION

BFA, Graphic Design

California State University, Fullerton
May, 2011
Fullerton, CA

COMPETENCIES

- UX & product strategy
- Product design, UX & UI
- Design systems & libraries
- Research & user interviews
- Usability testing
- Rapid prototyping
- Wireframing & High-fidelity UI
- Front-end development
- Interaction animation
- Creative direction
- Branding & illustration
- Design mentorship

TOOLS

- Figma
- Sketch
- Invision
- UserZoom
- Abstract
- Principle
- Lingo
- Zeplin
- Adobe CC
- JIRA
- Confluence