



Successful design comes from understanding the problem and making sense of it.
I approach UI/UX with this principle in order to design simple, human-centric applications.

OBJECTIVE

Passionate and results-driven Senior UI/UX Designer eager to bring over 13 years of expertise to a dynamic team. Demonstrated success in delivering innovative design solutions for enterprise applications, emphasizing a human-centric approach to design projects.

EXPERIENCE

Biproxi Capital Network Lead UI/UX designer (Nov 2021 – Jan 2024)

A private platform for commercial real estate investors with \$1 billion or more in assets under management.

- Created a design system to ensure consistency and scalability in the design and development process.
- Collaborated in research, customer product interviews and usability testing to inform design decisions.
- Designed verified authentication sign up and onboarding flows.
- Designed property details page creation and invitation flows.
- Collaborated closely with project managers within an Agile framework to timely deliver project milestones.
- Developed basic React UI components and all Tailwind CSS.

Results

Since the beta launch in December 2023, the company database has grown to encompass over 350 companies. This comprehensive platform empowers commercial real estate investors to connect with industry peers and secure the best possible deals.

Prior to designing Biproxi Capital Network, we designed several features for Biproxi Marketplace, Lead Lens and Glass. Noteworthy accomplishments include the creation of features such as Data Explorer, Private Events, Private Listings, and the implementation of Role-based Access Control (RBAC) and permissions.

Amazon: Transfer Pricing Engine (TPE) Senior UI/UX designer (Feb 2021 – Nov 2021)

A robust internal financial system designed to streamline and automate transfer pricing (TP) calculations for intercompany pricing arrangements relating to transactions between controlled or related parties.

- Collaborated in stakeholder interviews, research and usability pilot testing to improve design decisions.
- Designed dashboards to graphically visualize critical data and list of user actionable system notifications.
- Designed Calculation Builder - a friendly and easy to set up interface to create and automate TP calculations with varying levels of complexity.
- Designed integrations with other Amazon distributed systems that determine accurate tax rates to derive and attach indirect tax and withholding tax lines to each entry.
- Incorporated AWS design system, ensuring consistent collaboration between design teams.
- Collaborated closely with project manager and engineering in order to deliver project milestones.
- Assisted in React components and CSS, ensuring UI design fidelity.

Results

The launch of TPE 1.0 in November 2021 was quickly adopted by internal tax and accounting teams on a global scale, replacing prior manual processes to build and maintain unscalable calculations in spreadsheets. It also reduced errors, while ensuring compliance with regional tax regulations.

Compass Real Estate: TechInfra Senior UI/UX designer (November 2019 – June 2020)

A real estate company that aims to use technology to simplify home buying and selling.

- Collaborated with engineering stakeholders to design a set of microservices that increases the ability to deliver applications and services at high velocity.
- Designed Orion, a platform enabling seamless application creation and efficient management of teams and users.
- Designed Pipelines, a robust system enabling automation for software testing and delivery.
- Designed Oncall, a system dedicated to efficiently managing the reporting and tracking of software incidents.
- Designed Role-based Access Control (RBAC) and permissions for engineering microservices.
- Collaborated closely with project manager and engineering in order to deliver project milestones.
- Designed custom iconography, microservices branding and design system.
- Developed all user interface CSS (Inline styles in React components)

Results

The introduction of Orion, Pipelines, and Oncall revolutionized the collaborative experience among engineering teams in New York and Seattle. This enhanced collaboration extends to the creation and delivery of applications, updates, and management of software incidents. With comprehensive visibility into application development, delivery, and status, these tools significantly boost productivity and accountability for engineering teams.

In conjunction with the set of microservices, I played a key role in the development of Marketing Center—a platform empowering real estate brokers to seamlessly create marketing materials for their properties.

Puppet Senior UI/UX designer (September 2017 – November 2019)

- Collaborating with the UI/UX team, I transformed Distelli and Puppet applications into a comprehensive suite of automation software tools.
- Contributed significantly to the establishment of a design system, fostering a cohesive experience across diverse product teams.
- Leveraging machine learning, I designed Continuous Delivery for Puppet Enterprise—an innovative code impact analysis application ensuring the stability of infrastructure software.

Distelli (Acquired by Puppet) Senior UI/UX designer (January 2016 – September 2017)

- Revamped both traditional products and new product initiatives through innovative redesign strategies.
- Crafted a revamped onboarding experience, an intuitive event timeline for code status, and a streamlined workflow for building, testing, and deploying software across various servers or cloud platforms.
- Additionally, I designed and implemented a modern marketing site and accompanying collateral materials.

Formative Senior designer (January 2015 – January 2016)

- Designed and implemented the UI/UX for INRIX product presentations, enhancing the visual appeal and user experience.
- Additionally, I played a pivotal role in the product and website redesign for Visual IQ, contributing to a modern identity and creating promotional materials for events.

Simply Measured Creative director (March 2013 – September 2014)

- Led the assembly and management of a team consisting of three designers and two writers, with a focus on establishing a cohesive brand.
- In collaboration with the engineering team, I developed a comprehensive design system for both existing and upcoming products. This design system encompassed a new custom font iconography set, a revitalized color scheme, and commonly-used user interface elements.

- Formulated a set of brand guidelines that served as a foundation for various design initiatives, including the creation of a new marketing site, a photography library for products, defining the messaging tone, and crafting template materials for future marketing expansion.

White Space Healthcare Marketing Senior art director (February 2008 – February 2013)

- Led the design and direction of UI/UX projects for prominent institutions including Microsoft HealthVault, Seattle Children's Hospital, Swedish Hospital, and Marin General Hospital.
- I played a key role in designing and overseeing print campaigns for Siemens Diagnostics, LaserVue Eye Center, and El Camino Hospital.
- Additionally, I assisted the Creative Director in the management of a team comprising designers and writers.

Art Society Global Freelance Senior Designer (November 2007 – Present)

- Designed and executed website designs for notable companies such as Tucker's Provisions, AmazonFresh (2007), and Brandation Global.
- Additionally, I played a key role in the design and production of magazine ads and package designs for renowned brands including Tommy Bahama, Swiss Army apparel, Jag Jeans Co., Duckhead Jeans Co., and Indian Motorcycles.

SKILLS

User interface

Design systems, Interaction Design, Visual Design, Responsive Design, Mobile App Design, Icon Design,

User experience

User Research, Personas and User Flows, Wireframing, Prototyping (low and high fidelity), Usability Testing, Information Architecture

Tools

Figma, React, HTML, CSS, Tailwind CSS, Adobe Creative Suite, InVision, Sketch

EDUCATION and HONORS

B.F.A. in Graphic Design and Painting from the University of Texas at El Paso, 2004

First Place 2001 UTEP Student Exhibition in graphic design

Gold Addy Award for Green Guys Landscaping Stationery, 2007

Silver Addy Award for Green Guys Landscaping logo, 2007

Silver Addy Award for Tamping Grounds Coffee logo, 2007

Silver Addy Award for Banned In Boston campaign for Spira Shoes, 2006

References available upon request