



## ◆ Key Skills

### Design Expertise:

- Human-Centered Design
- UX/UI Design (Web, Mobile, Responsive)
- Design Systems & Component Libraries
- Accessibility & Inclusive Design (WCAG, ADA)
- UX Research & Usability Testing
- Tools: Figma, Sketch, Adobe Suite

### Leadership & Collaboration:

- Servant Leadership & Team Mentorship
- Scaling Design Operations
- Cross-Functional Collaboration
- Stakeholder Alignment & Executive Communication
- Strategic Vision & Roadmapping
- Workshop Facilitation
- Agile/Scrum Frameworks

### Innovation & Impact:

- Behavioral Insights & Journey Mapping
- Data-Driven Design Decisions (A/B Testing, Analytics)
- AI-Driven Design (Generative AI Integration)
- Systems Thinking & Process Optimization

## ◆ Accomplishments

- **Member of The Compass Experience for Managers**, a year-long Deloitte program focused on leadership development, executive coaching, and career growth.
- **Certified Scrum Master**, with expertise in Agile methodologies and cross-functional collaboration.

## ◆ Education

The George Washington University  
Washington, DC

Bachelor of Arts in  
Visual Communications

## ◆ Professional Summary

Thoughtful and collaborative product design leader with 20 years of experience crafting user-centered, accessible digital experiences that empower individuals and foster personal growth. Passionate about creating intuitive, research-driven designs that enhance engagement and drive meaningful impact. Adept at leading cross-functional teams, scaling design systems, and integrating behavioral insights, gamification, and AI-driven innovation to optimize user experiences. Committed to designing with empathy, curiosity, and purpose to support both user well-being and business success.

## ◆ Work Experience

### ◆ Associate Creative Director UX/UI Lead ◆ Deloitte Digital, Austin, TX

Clients: Home Front Solutions, CalHEERS, Army Ignited

June 2019 - Present

- **Research:** Conducted and contributed to user research and usability testing for CalHEERS, leveraging insights to increase user satisfaction by 20%.
- **Strategy and Visioning:** Developed design visions for Home Front and CalHEERS, aligning stakeholders and guiding teams from concept to launch.
- **Data-Driven Decision-Making:** Used A/B testing and analytics to validate design decisions and optimize user engagement.
- **UX and UI Design:** Designed intuitive, user-centered interfaces for web and mobile platforms, ensuring seamless experiences.
- **Component Library:** Built and maintained a scalable design system in Figma, improving collaboration and brand consistency.
- **Design Operations:** Established agile workflows and ADA compliance strategies, incorporating accessibility into requirement gathering, user stories, design solutions, impact assessments, and testing.
- **Leadership:** Mentored designers, advocated for team well-being, and fostered a culture of creativity and innovation.

### ◆ Art Director ◆ Deloitte Digital, Arlington, VA

Clients: Chipotle, WI Access, TenCare, US Copyright

June 2018 - June 2019

- **Strategy and Visioning:** Contributed to creative strategies for Chipotle.com and Army IgnitED, aligning design initiatives with business goals and user expectations.
- **Data-Driven Decision-Making:** Supported data-informed design decisions by analyzing user feedback and analytics, contributing to a 15% increase in customer engagement for Chipotle.com.
- **UX and UI Design:** Led the redesign of Chipotle.com, aligning web and mobile experiences with award-winning app standards to ensure cohesive branding and improved usability.
- **Component Library:** Created scalable design systems and component libraries for clients like Army IgnitED, streamlining workflows and ensuring brand consistency.
- **Leadership:** Mentored designers and facilitated workshops to foster creativity, collaboration, and innovation across teams.

### ◆ Senior UI Designer ◆ Deloitte Digital, Arlington, VA

Clients: Military OneSource, Navient Labs, NSA

Oct 2015 - June 2018

- **User Research:** Identified pain points and opportunities for Military OneSource, serving over 10 million users.
- **Ideation:** Led brainstorming sessions to condense 20,000+ pages into 2,000 actionable pages.
- **UX/UI & Visual Design:** UX/UI & Visual Design: Designed wireframes, prototypes, and high-fidelity interfaces for Military OneSource and Navient Labs, while developing cohesive branding and visual identities.
- **Teaming:** Collaborated with cross-functional teams to iterate and deliver user-centered solutions.
- **Impact:** Delivered designs that streamlined navigation and improved user satisfaction for Military OneSource.

### Additional Past Experiences ◆

- **[2013-2015] Senior Graphic Designer:** Spire Communications, Alexandria, VA
- **[2007-2013] Senior Graphic Designer, 2007-2013:** Qorvis, Washington, DC
- **[2006-2007] Junior Graphic Designer,** National Media, Alexandria, VA