

A highly creative multi-faceted UX/Product Designer with over 10 years experience across the enterprise software space. With a proven history of implementing innovative yet consistent design patterns to promote user adoption, drive product growth, and deliver repeated success in a growing organization.

Skills

Product Management	Information Architecture	Design Leadership
User Centered Design	Design Systems	Interaction Design
Visual Design	User Research	Design Strategy

Experience

**1/2022 - present**      Senior Product Designer @ Denim (fka Axle)  
First design hire reporting to the head of product. Responsible for all things UX and design within our product, developed a scalable design process for a growing team. Advocated for resources to further my mandate of designing a best-in-class user experience in our market sector.

- Designed and delivered a research-driven dashboard for our application which not only improved our DAU numbers but also served as the new face for our product helping to secure our series B.
- Collaborated with the executive team to design our pitch deck and clearly communicate our company vision to investors resulting in a successful 126M series B round of funding.
- Created a design system “Hub by Axle” as a single source of truth for all things UX and Visual Design. Collaborated with engineering to codify design molecules into react components using Storybook for documentation and consistency.
- Oversaw the hiring process for a junior designer. Provided mentoring, design critiques, and a structured onboarding process to help her deliver mostly self-directed projects within her first 3 months.
- Oversaw design efforts for a company rebrand ensuring the new brand was easily identified, unique, and appealing to our customer base while also advocating for a bold yet accessible color pallet to deliver consistency between marketing and product assets.
- Built a strong reputation for our product and brand. Key phrases like “ease of use” and “good design” were consistently trending sentiments among user feedback.

**7/2018 - 11/2021**      Product Designer @ Stax (fka Fattmerchant)  
First design hire and second product hire reporting directly to the head of product. Responsible for aspects of product management and the holistic design of a rapidly scaling cross-platform financial product suite with over 20k monthly active users.

- Delivered research-driven UX and quality of life improvements to users driving measurable growth for KPIs such as user engagement while helping to increase customer stickiness and reduce overall attrition.
- Co-designed, and implemented a new design system refreshing nearly all major workflows on our flagship product.
- Lead design thinking sessions with stakeholders across the organization to lead to mutual understanding of a problem space and optimal solutions to meet key business initiatives.
- Advocated for, researched, created business cases for, and designed net-new features.
- Leveraged as a key product resource and subject matter expert by both direct and partner sales teams when closing major deals.

**9/2017 - present**      UX, Design, & Development @ Nick Clark LLC  
My ongoing side project, helping small businesses and institutions without sufficient internal resources turn their visions into reality.

**9/2014 - 7/2018**      Software Engineer 1 @ Northrop Grumman  
Responsible for designing and implementing new features on the DMON, CAF & MAF programs. These systems manage virtual flight simulator scheduling, standardization, and mission training efforts. Advocated for and assisted in a migration away from an SQL, ColdFusion, jQuery stack to a more modern React front-end paired with a Java Spring back-end.

**4/2012 - 9/2014**      Digital Media Specialist @ Educational Data Resources (EDR)  
Began here as an intern and was later brought on as full-time after graduation. Designed user interfaces for our suite of enterprise-level data management applications for use in the k-12 school system. Under the guidance of my mentor I developed in my role and became a consistent high performer with contributions in all of our software products.

Education & Institutions

<b>2013</b> Bachelors of Arts in Digital Media University of Central Florida	<b>2020-present</b> DOUX Co-Organizer & Speaker Downtown Orlando User Experience meetup
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