

SKILLS & METHODS

UX Methods

Wireframes

Hi/Low Res Mockups

Personas

Storyboarding

Site-Mapping

Journey Mapping

IA Diagramming

Design Workshops

Interaction Design

Visual Design

Illustration

User Research

Research Plans

Usability Testing

Accessibility Review

Metric Tracking (KPI's)

Interview Scripts

Conducting Interviews

A/B Testing

Focus Groups

Writing/Admin. Surveys

Research Presentations

Coding

HTML

CSS

Software

Adobe Creative Suite

Figma

3DS Max

Maya

Languages

English (native)

Spanish (basic)

EXPERIENCE & EDUCATION

Manager, Product Design

Discovery Education (July 2023 - Present), Charlotte, NC

- Servant leader to team of product designers (all levels) both domestic and internationally
- Created and documented hiring process for product design applicants
- Lead OKR (Objectives & Key Results) training for the entire product design team
- Improved vital design critique meeting based on research and feedback
- Strengthened design team engagement/culture by leading recurring team building events
- Developed and implemented product portfolio strategy aligned to prioritized business goals

Director of Product Design

EdKey (Startup) (March 2023 - Aug 2023), Burlingame, CA

- Product design direction of flagship app "QuickTakes.io"
- Created and implemented design system using Figma components and atomic design principles
- Implemented design team project management and roadmapping using Jira
- Created UX research plans and research presentations based on interview, survey, and metric data
- Conducted interviews with educators and students and wrote and administered surveys
- Developed marketing flows/funnels towards improving customer acquisition
- Designed and launched iOS, android, and web-app versions of app

Senior Product Designer, Student Experience Lead

Discovery Education (Aug 2021 - March 2023), Charlotte, NC

- Wrote interview scripts and conducted interviews for product/design roles
- Designed and launched several new user experiences (end-to-end) that lead to increases in NPS scores
- Contributed to developing company-wide UX Design process, Design System, and related documentation
- Set up weekly design critique and review to better collaborate and provide visibility on work streams
- Implemented use of Kanban boards and other methods of project management for design ops
- Planned and ran design workshops with stakeholders to effectively explore problem space
- Championed design guidelines for students across design and product teams
- Supported and collaborated with development using wireframes, mockups, and prototypes in Figma

Lead Product Designer, Math Game

Prodigy Education, Inc. (Feb 2021 - Aug 2021), Toronto, CA

- Conducted portfolio review and interviews towards staffing product design team
- Defined strategic plan and created OKRs in collaboration with stakeholders and team
- Provided support to direct reports in career and growth plans through regular 1:1s
- Architected growth framework (paths) and skill maps for various design roles based

Associate Design Manager, UX Lead, Sr. UX Designer

Edmentum (Sept. 2013 - Feb 2021), Richardson, TX

- Lead the organization's user experience team (designers, ux writer, user researcher, and graphic designer)
- Supported direct report's short-term and long-term success by helping them set goals and track progress
- Facilitated regularly scheduled design critiques and reviews for stakeholders and designers
- Developed and coordinated multi-year plan for improvement to UX research program and UX writing program
- Facilitated design thinking sessions and UX workshops to help solve challenging problems
- Created UX research plans and conducted user research and testing
- Tracked KPI's like NPS scores, click-stream data, and customer survey feedback
- Design representative for corporate-wide accessibility initiative
- Architected UX on 2 products awarded "Best in Show" at national Ed-Tech conference (ISTE)
- Lead team in development of education based mini-games rated top 5 most played games in program

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EXPERIENCE & EDUCATION (Continued)

Associate Professor, Communication Arts

Collin College (Aug 2013 - Dec 2018), Plano, TX

- Instructed students in UX, 3D modeling, media, and design courses and developed proprietary course content
- Contributed ~35% original coursework to department template for Storyboard & Concept course
- Served on board of UX professionals to help design brand new UX curriculum in department

Co-Founder, Lead Designer

Formation Interactive (*Startup*) (Mar 2016 - Jul 2018), Plano, TX

- Defined creative and strategic direction of start-up in collaboration with co-founders via weekly meetups
- Created user experience for several AR application concepts using Google Tango & beacon technology
- Created and textured 3D models for use in AR application using Vuforia to create AR targets

Interaction Designer

Cerner (July 2012 - Mar 2013), Kansas City, MO

- Performed research within hospitals and with medical professionals to create web-based and mobile solutions
- which increased clarity and reduced errors for doctors/nurses
- Designed key interface for iPad kiosk app which increased speed of check-in/check-out services at Shawnee Mission Medical Hospital in Overland Park, KS

UX Lead, UX Architect, UX Designer

Halliburton (Mar 2010 - Sept 2013), Carrollton, TX

- Developed corporate-wide UX infrastructure to help unite UX process across multiple software groups
- On-boarded new UX trainees through creating and teaching on 8-week training course
- Served as an SME in UX architecture and design for internal software teams
- Lead team in creating desktop/mobile solutions and instructional videos

EDUCATION

Southern Methodist University (2010)

MA - Interactive Technology

Recognition: Leadership Excellence as Art Lead

University of Missouri-Kansas City (2007)

BA Studio Art, BA English

Recognition: Graduation with Departmental Honors

CERTIFICATIONS, TRAINING

Crisis Counselor Text Line Training Program (2023)

McKinsey Academy Leadership Program (2023)

High-Potential Leadership Program (2019)

Frontline Supervisor Training (2012)

Certified Product Owner (2012)