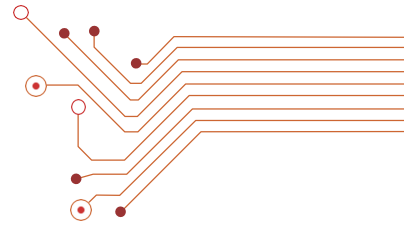


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OBJECTIVE

Passionate UX Designer who speaks the language of business, cultivates insights by conducting research, crafts elegant experiences that engage customers, and translates the company vision into economic viability.

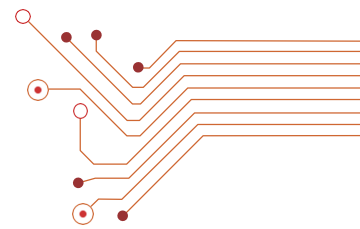
TOOLS & EXPERTISE

- Sketch
- Figma
- Adobe
- Miro
- Usability Testing
- Prototyping
- Wireframing
- Heuristic Evaluations
- Competitive Analysis
- Qualitative Interviews
- Quantitative Surveys
- Stakeholder Management

DESIGN EXPERIENCE

Sogeti, Senior Experience Consultant (2022-2024)

- Designed E2E experience for Hewlett Packard's PC diagnostic tool.
 - Identified existing competitors for design inspiration and hierarchy.
 - Conducted heuristic analysis of the legacy user experience.
 - Researched YouTube for consumer feedback and relevant comments.
 - Presented initial research to the product owner and lead engineer.
 - Created lo-fidelity prototype for the initial proof of concept.
 - Defined architectural constraints in collaboration with the product team.
 - Designed high fidelity mockups of key screens for the client using Figma.
 - Conducted qualitative interviews and user testing with target users.
 - Revised the final design based on user and stakeholder feedback.
 - Delivered final Figma working files to the development team.
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- Designed POC for NOV's asset management and equipment monitoring dashboard.
 - Conducted multiple generative interviews with stakeholders to define the problem.
 - Conducted qualitative sessions with potential end users to understand usability concerns.
 - Performed heuristic analysis for the current state of product user experience.
 - Created various user personas representing qualified end users using harvested insights.
 - Articulated research findings to product owners and stakeholders using Power Point.
 - Designed mockups for the typical use case and compile a wireframe prototype with Figma.
 - Presented solutions to the stakeholders and revise the interface based on client feedback.
 - Worked with developers to ensure smooth handoff and provide digital assets as needed.
 - Completed competitive analysis regarding design system creation and implementation.
 - Migrated all design files from Sketch to Figma and resolve all compatibility issues.
 - Established tokenization for all approved color, transparency, and text styles.
 - Designed a robust gallery of usable components for dark and light themes.
 - Contributed to the production of components for the Figma pattern library.
 - Facilitated a Figma design system training session for the NOV design team.



Examsoft, User Experience Designer (2020 - 2021)

- Designed the student onboarding experience for a mobile phone application.
- Delivered high fidelity mockups of the user flow to the development team.
- Designed a POC for Examplify's online facial recognition feature.
- Lead product designer for Examsoft's Large Scale Deployment team.
- Conducted research interviews with stakeholders and users to define the problem.
- Presented cultivated insights to product owners and stakeholders.
- Delivered Figma files to the development team and provide design assistance.
- Created high fidelity mocks for a consumer facing analytics dashboard.
- Contributed to the creation of a pattern library and design system for Examsoft.
- Provided visual design support for various products within the Turnitin brand.
- Delivered various digital assets to the Turnitin marketing team.
- Coordinated strategy sessions between product owners and stakeholders.
- Advocated for users during strategy meetings and planning sessions.

Harman International, Sr. Visual Designer (2019 - 2020)

- Sketched conceptual user flows for automobile infotainment experiences.
- Designed journey maps, user personas, workshop posters, and newsletters.
- Created and delivered PowerPoint slide decks for client sales initiatives.
- Delivered high fidelity prototype for a NLP application for The Home Depot.
- Provided assets to the development team using the Sketch Measure plugin.
- Designed mobile wireframes and mockups for The Home Depot using Figma.
- Presented high fidelity mockups to relevant stakeholders using InVision.
- Performed heuristic evaluation for the California Palace of the Legion of Honor.
- Delivered UX written report detailing the status of the LOH desktop experience.
- Performed heuristic evaluation for the Greenville-Spartanburg International Airport.
- Delivered UX written report documenting current status of the GSP Airport.
- Performed competitive analysis for international and domestic airports.
- Delivered UX written report detailing best practices for airport web design.
- Performed competitive analysis for Mark Levinson infotainment systems.
- Designed wireframes inspired by files provided by the client using Figma.
- Produced high fidelity mockups for landing and product pages.

HCL, UX Designer and Researcher (2018 - 2019)

- Conducted qualitative interviews with recruiters to understand HCL's hiring process.
- Conducted qualitative interviews with designers to understand the recruitment experience.
- Managed quantitative survey campaign with volunteers to supplement qualitative data.
- Presented the harvested insights to the C Level executives using Google Slides.
- Created customer journey maps, user flows, and project personas for sales initiatives.
- Conducted competitive analysis for Adidas to understand current retail market trends.
- Sketched drawings of the purchasing experience from the landing page thru checkout.
- Designed wireframes for a responsive landing, product, and purchasing pages.
- Presented high-fidelity mockups to the stakeholders and the design team.
- Designed wireframes for Staples help center experience and landing page.
- Worked with Agile-development teams and used Lean UX for large-scale projects.

EDUCATION

BFA Communication Design
Texas State University - San Marcos, TX
January 2015 to December 2017