

## UX/UI Designer

Highly-focused, organized, and entrepreneurial professional with extensive experience establishing UX research vision and best practices for leading-edge products, as well as directing cross-functional teams to advocate solutions that support both end-user goals and long-term business strategies. Demonstrated excellence in managing high-profile business clientele, along with credible history of thinking and designing experience for different stakeholders. Highly experienced in researching, prototyping, and designing programs for UX / UI enhancement. Expert presenter, negotiator, and businessperson; adept at fostering relationships with strategic partners and building consensus across multiple organizational levels.

## Areas of Expertise

- UX Design & Research
- Process Improvement
- User Experience Enhancement
- Cross-Functional Collaboration
- Product Discovery Workshops
- Product Design Lifecycle
- Staff Development / Training
- Technical Project Management
- Contextual Inquiry
- Product Design & Ownership
- Content Management
- Video Production
- Quality Assurance & Testing
- Prototyping / Information Architecture
- Data Analytics & Research

## Key Clients

Gates Foundation, BGC3, Allied Telesis, Premera Blue Cross, Blue Cross Blue Shield, Onlife Health, Symantec, Microsoft, T-Mobile Arizona State University, McCain Institute, LifeLock, Arizona Christian University, JDA, 360 Vantage, Blip.tv

## Career Experience

### UX/UI DESIGN DIRECTOR | ALLIED TELESIS, BOTHELL, WA

2016 - PRESENT

Manage global web presence of UX/UI operations, while ensuring complete compliance with organizational and regulatory guidelines. Oversee video production projects, along with management of design and development teams. Lead / manage design and development teams and provided solutions to issues when needed. Deliver individualized and specialized training to junior designers; aimed at developing necessary skillset among individuals.

- Planned and designed entire overhaul of UX/UI, later on implemented by the internal dev team.
- Served as agile product owner for a website upgrade project and administered all internal and external stakeholders.

### CHIEF UX/UI DESIGNER | ONLIFE HEALTH, BRENTWOOD, TN

2014 - 2016

Planned and implemented strategies to retain clients through first-grade experience by closely collaborating with marketing and user testing team. Conducted focus group research and interviews for all designs, while developing new programs and designing mobile applications.

- Updated design patterns and linked new technologies through re-designing of online application interfaces.
- Designed and developed new, on-brand visual elements, while ensuring enhancement of messaging.
- Designed and presented low and high-fidelity prototypes, along with designing UI of application, as well as data visualizations.
- Increased user adoption rate from below 3% to over 30%.
- Optimized processes through entire overhaul of interface, reporting, user interface, and data visualization systems.
- Utilized advanced data visualization tools during development of new iOS and Android mobile apps.

## Additional Experience

UX/UI DESIGNER at Premera Blue Cross

UX/UI CONSULTANT at Microsoft

UX/UI CONSULTANT at Unisys

FOUNDER at Synergy