

## Qualifications Summary

Accomplished and performance-oriented professional with demonstrated history of crafting innovative and user-centric digital experiences. Track record of excellence in driving user research and usability testing initiatives, extracting actionable insights to inform design decisions and optimize user flows. Proficient in utilizing UX tools and methodologies, including Sketch, Figma, Adobe XD, user journey mapping, wireframing, and prototyping. Expert in engaging with product managers and developer to ensure seamless implementation of design solutions aligned with business goals. Skilled in developing visually appealing and highly functional interfaces. Well versed in leading and directing teams to ensure timely completion of project.

## Technical Proficiencies

Axure | Figma | InVision | Omnigraffle | Sketch | Zeppelin | Adobe XD | Adobe CC (Photoshop, Illustrator, InDesign, AfterEffects) | HTML5 | CSS | JS/JQuery Atlassian/Jira/Confluence | Saas | Personas | Journey Maps | Wireframing | Prototyping

## Area of Expertise

Project Management | Visual Design | User Experience | Infographics & Data Visualization | Team Leadership | Heuristics | User Research/Testing | Branding/Style Guides | Web & Mobile Development | Brand & Product Strategy | Agile Product

## Career Experience

**Cognizant Softvision, Denver, CO**

**2022 - Present**

Lead UX/UI Designer

Play pivotal role in development of user interfaces and user experiences for digital products and services. Provide exceptional consultation services for various client projects, encompassing all aspects of the UX/UI within product development lifecycle. Perform tasks related to conducting stakeholder interviews, facilitating discovery workshops, and organizing project kickoffs.

Key contributions:

- Identified and resolved issues through heuristic evaluation and assessment.
- Achieved set objectives by strategically planning and managing content.
- Improved usability and design by reorganizing website architecture and building wireframes.
- Refined and enhanced prototypes through iterative development processes.
- Led user and industry research efforts to inform UX/UI design decisions and strategies.
- Attained 32% increase in user satisfaction and reduction in processing time from route submission to dispatch by revamping client's proprietary fleet management software.

Director of UX/UI

Served as experience and production design creative strategist for all client transactional kiosk UX/UI projects. Devised and implemented interactive design solutions grounded in evidence-based solutions in Denver. Offered outstanding UX/UI services to clients such as NetSpend, M3T, City of Chicago, DivDat, Centrella Foods, Paymentech, Duncan Solutions, and Paycenter One.

Key contributions:

- Maintained strict design consistency by formulating and enforcing team cross-reference systems.
- Successfully spearheaded multiple projects simultaneously, covering websites, mobile apps, print advertisements, infographics, and marketing/sales media development.

## **Additional Experience**

Senior UX/UI Designer, Innovative Discovery (Formerly Integro), Denver, CO

Product Owner, Senior UX/UI Designer, Xavient Digital, Lakewood, CO

Senior UX/UI Designer, Quotepro, Chicago, IL (full time) | Denver, CO (Contractor)

Senior UX/UI & Visual Designer, Pay-Ease, LLC, Chicago, IL

Co-Founder & Creative Director, Aint Rocket Science, Inc, Chicago, IL

## **Key Contracts**

Senior UX/UI Designer, Ideas & Innovations, Denver, CO (Current) ((Per-Project basis)

Director of UX/UI, Advanced Transaction Solutions, Denver, CO (Current) ((Per-Project basis)

Senior User Experience Architect, Mphasis, Inc., Denver, CO

Product Team Lead, Charter Communications, Denver, CO

Senior UX/UI Designer, Ideas & Innovations, Denver, CO

Senior UX/UI Designer, Paycenter One, Chicago, IL

## **Education**

The University of Cincinnati Columbia College, Chicago

## **Honors & Awards**

Received 2005 Aster Award for Excellence in Medical Marketing for the W.R. Cameron Wellness Center Website.