Core Skills
User Experience Design
Qualitative User Research
Interaction Design
Visual Design

Applications/Technology
Adobe Suite
Sketch
Invision
HTML
CSS

My Story
People, and their engagement with technology fascinate me. My passion for crafting meaningful solutions is enhanced by a background that combines Engineering and Design education, giving my work a unique perspective.

Happy customers are the foundation of a successful product and I am committed to representing their needs. My capacity to grasp both the business context and the challenges that implementation may pose help me create thoughtful and achievable solutions.

Over the years, my involvement in a wide range of projects has challenged me in myriad ways and helped me discover and hone the strengths I possess while identifying areas for improvement. Designing brand new experiences and improving existing ones have offered me different but equally valuable opportunities for growth through the course of my career. Setting a quality bar is important to me and I strive to achieve that in every project I take on. I thrive in a team environment and my communication skills enable me to be an effective bridge between end-users and the people that build solutions for them.

WORK EXPERIENCE

Sr. User Experience Designer / Adobe **/** Sep 2018 – Present

- Lead designer on the Magento PWA storefront – Distilling foundational best practices for an out-of-the-box commerce storefront, defining process and structure for design discovery, review and quality assurance, working with the product and engineering team to reach a shared understanding of the design vision and strategy, presenting research findings and design strategy to executive leaders, facilitating workshops for the product team to identify gaps in internal and external enablement, managing design delivery and defining success metrics for the designers on the team, working with open-source community contributors on design features
- Vision projects involving experience optimization and personalization for a commerce storefront
- Mentoring interns on the team through a full feature design process
- Extending the visibility and contributions of the UX team by organizing lunch and learn sessions for a larger internal audience and design initiatives around events like Austin Design Week

User Experience Designer / Magento and Magento – An Adobe Company **/** Feb 2017 – Aug 2018

- Merchant Experience: Lead user researcher and designer for experience improvements on a module that allows Magento merchants to sell on Amazon using a native integration
- Lead user researcher and design mentor for a potential native integration with Google
- Developer Experience: Overhaul of the extension submission program for the Magento marketplace – User research and re-design of the submission process
- Lead user researcher on the developer experience for the toolkit that will enable developers to build a Magento PWA storefront theme

- Shopper Experience: Example / demo PWA theme design to showcase a next-level progressive shopper experience, working with community developers on open-source implementation of the theme design

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UI/UX Designer / ObjectRocket by Rackspace **/** Dec 2015 – Feb 2017 **/** Full-time Contract

- Improving the interface and customer experience for the company's web application - Collaborating across product engineering, marketing and business operation teams to bring consistency and cohesion to the experience
- Coordinating usability research and testing
- Building a style guide to bring a unified approach to UI elements in the application
- Improving the design of the customer documentation site
- Marketing design - creating landing page designs, marketing communication graphics and web ads for new releases, auditing and modifying the content on the marketing website for SEO and creating a responsive design for the site, redesigning the onboarding email campaign for new customers

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Freelance Designer / Self-Employed **/** May 2012 – Dec 2015

- Wide variety of projects ranging from print design work for local businesses, event collateral, personal websites, corporate websites, web apps, mobile apps, identity design, infographics, communication design for not-for-profit organizations, front-end development, web maintenance

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Designer, Account Manager / Monkee-Boy Web Design Inc., Austin TX **/** Part-time **/** September 2007 – June 2012

- Front-end web design
- Style guides
- Front-end development
- Project management

UI Designer / Virtual Bridges, Austin TX **/** Contract **/** July 2010 - February 2011

- Product/application icons and UI interface design for internal application screens

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Communications Manager / The 401(k) Company, Austin TX **/** Full-time **/** May 2006 - February 2007
Acquired by Charles Schwab

- Design of 401K plan information packets and special promotional collateral for corporate clients
- Print production coordination and supervision
- Direct client facing role involving a high level of communication with clients

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Intern, Creative Team / J Walter Thompson, Chennai, India **/** January 2005 - April 2005

- Creation of visual assets and campaign material for several of the agency's clients

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EDUCATION

M.F.A (Graphic Design)
B.E. (Electrical Engineering)