

INTRODUCTION

Hello!

I enjoy building end-to-end digital experiences. My desire to improve the lives of others through design has kept me engaged in this career for over 15 years. I have crafted impactful experiences for leading companies like The Home Depot, Charles Schwab, Cisco Systems, McKesson, and Verizon. With a strong UX and product design background, I excel in collaborating with cross-functional teams to establish design concepts and implement best practices for desirable user experiences.

My skill sets cover various product and UX design functions-

- User experience design
- Product design & strategy
- User-centric methods
- Design conceptualizing and prototyping
- Interaction design
- Design Systems and digital style guide creation
- User research methods
- Usability studies

I enjoy traveling, nature hikes, visiting national parks, and some classic rock guitar playing in my spare time.

EXPERIENCE

(Last ten years)

BLUCORA (TAXACT) / Senior UX Designer

Jan 2023 - Jul 2023

At TaxAct, as a Senior UX Designer, I collaborate with cross-functional teams to produce intuitive designs for a tax preparatory product. My responsibilities include-

- Work closely with product and engineering in a Pod setup to develop designs that meet business objectives.
- Create wireframes, prototypes, and interactive mockups using Figma to visualize and communicate design concepts.
- Participate in TaxAct research studies to understand end-users and identify their goals, needs, and pain points.
- Collaborate with the engineering team to ensure design implementation matches the intended user experience.
- Conduct a heuristic evaluation study to uncover opportunities to enhance the user experience.
- Foundational work on a future-state Design System to improve consistency and efficiency.

EMBROKER / Senior Product Designer

Feb 2022 - Oct 2022

At Embroker, I was engaged in product design and strategy and building digital experiences for an InsureTech startup that sells industry-tailored commercial insurance. My role and responsibilities-

- Worked with multiple stakeholders and underwriters to scope and build design concepts for an underwriting tool.
- Conceptualized an entirely new experience for the Embroker platform and sought feedback from the design team.
- Designed the onboarding process for Embroker's Access customers to seamlessly onboard and learn the product.
- Collaborated with product owners to understand business goals and user needs for multiple ongoing projects.
- Paired up with the Director of UX to uncover processes to help instill a better product and UX design practice.
- Applied branding guidelines and ensured consistency across all visual elements.
- Produced iterative designs based on stakeholder feedback for various parts of the Embroker platform, improving the overall digital experience.

SYNERGIS / Staff UX Designer at The Home Depot

Aug 2020 - Jul 2021

At The Home Depot, I was a consultant designer and a part of the Enterprise Customer Communications team, responsible for all post-transaction communication experiences for Home Depot customers. My responsibilities included

- Worked with cross-functional teams to define communication strategy and experience for PRO customers.
- Translated user insights into design concepts and high-fidelity interactive prototypes for post-transaction communications.
- Planned and conducted user research studies and interviews with Home Depot store associates, customer support, and end-users.
- Analyzed qualitative and quantitative data to uncover Home Depot customer insights, created research reports, and delivered actionable recommendations to stakeholders.
- Took part in design reviews to receive feedback and provided constructive feedback to peers.
- Developed UX guidelines, standards, and best practices for Email & SMS communications and facilitated internal design reviews with stakeholders and extended teams to seek feedback.
- Advocated for user-centered design principles and promoting an organization's user-centric mindset.

AQUENT / Senior UX Designer at Charles Schwab

Apr 2019 - Jun 2020

At Charles Schwab, I created digital experiences for a financial advisor onboarding tool, Digital Account Open, that allowed independent financial advisors to move their client accounts and investments seamlessly. My responsibilities included-

- Discovered insights that shaped the future of Schwab products for independent advisors that manage \$3T in assets.
- Owned design work across multiple projects and presented design work to cross-functional teams.
- Applied Schwab branding guidelines and ensure consistency across all visual elements and design prototypes.
- Participated in user research and usability studies conducted by researchers and helped synthesize findings.
- Worked on multiple projects in sprints and managed project timelines and expectations.
- Understood business and user requirements and developed UX strategies through interactive prototypes and design concepts.
- Made intuitive interaction recommendations based on UX design standards and industry best practices.

CDI / Lead UX Designer at McKesson

Oct 2017 - Mar 2019

At McKesson, I was responsible for the digital experience of Health Mart products for the web and mobile. Health Mart is an independent and locally-owned pharmacy franchise. My responsibilities included-

- Led the design effort for Health Mart pharmacy across the entire product lifecycle and multiple product launches.
- Developed UX guidelines and standards for use across all Health Mart products to meet strategic goals.
- Created a digital style guide to ensure consistency across products.
- Produced UI specifications, wireframes, interactive prototypes, and other UX artifacts that helped establish product design functions within the organization.
- Helped plan and strategize UX activities in 2-week agile sprints and deliver the product in an iterative cycle.
- Facilitated internal design reviews with stakeholders and cross-functional teams.
- Evangelized UX best practices and the importance of user-centric approaches to McKesson stakeholders.

MROADS / Principal UX Designer

Apr 2015 - Oct 2017

I joined mroads as a Senior UX Designer and transitioned to a Principal Designer, overseeing product design and strategy for Paññā (Panya), an AI-driven video interview platform for hiring top talent quickly. My responsibilities included-

- Established the brand design and a digital style guide for mroads products.
- Conceptualized the digital experience for a video interview platform that logged over 20K interview sessions.
- Led a team of junior designers and front-end engineers, helped define features and functionality, and ensured design implementation matched the intended experience.
- Understand end-user needs, motivations, and behaviors and translate them into plausible deliverable tasks.
- Produced working prototypes, interaction patterns, and design specifications.
- Researched and interviewed end-users to uncover user needs and test product usability.
- Use qualitative/quantitative feedback to uncover product design opportunities and promote data-informed decisions.
- Worked in an Agile development environment and shipped new features and improvements in bi-weekly sprints.

CISCO SYSTEMS / Senior UX Designer

Sep 2012 - Apr 2015

At Cisco Systems, I was part of a global design team that shaped the digital experiences on all vOIP device touchpoints. My responsibilities-

- Provided visual design and user experience strategy for the widely sold Cisco VoIP 8841/51/61 devices.
- Designed visually appealing and user-friendly interface designs for digital products.
- Contributed to the Cisco digital brand guides, design patterns, and UI components and implemented best practices in UI design.
- Developed interaction flows, iterative wireframes, and visual design mockups throughout the design process.
- Participated in research activities, observed end-users, and synthesized session findings.
- Presented design work to cross-functional teams and stakeholders and gathered feedback for design refinements.
- Maintained product assets, style guides, and redline specifications, ensuring a cohesive design experience across endpoints.

TOOLS

- Figma, FigJam
- Adobe Creative Suite
- HotJar
- Miro
- InVision
- Tableau (basic exposure)
- UserTesting platform
- Sketch
- Pendo (basics)
- Userberry platform
- Webflow
- Heap (basics)
- HotJar
- Zeplin

THRILLS

- Outdoors (national parks)
- Hiking
- Mountains
- A good UX read
- Guitar playing

ALSO WORKED AT

- Verizon (consultant)
- Creatus
- Thynkmedia (founder)