



With over 10 years of experience in design and management, I specialize in creating clear solutions and simplifying complexity to curate meaningful experiences that deeply resonate with people.

EXPERIENCE

HP

Sr. Product Designer May 2022 - Current | San Diego, CA

Currently leading the migration of HP Smart core features to a new app design system, integrating AI enhancements for home and office users across all platforms. Improved Mac Scan, boosting its app store rating from 2.9 to 4.8 stars. Ensured WCAG 2.2 and European Accessibility Act compliance ahead of the June 2025 deadline. Collaborated with customer success to unify account management, reducing support calls by 42%, and contributed to HP's All-In subscription plan using the double diamond UX process. Facilitated cross-functional collaboration between design, engineering, and implementation teams to deliver seamless product experiences. Developed an accessibility process guide and initiated research to optimize end-to-end user journeys.

EDISEN

Sr. Product Designer February 2021 - May 2022 | La Jolla, CA

Led UX initiatives for the Edisen DAM system, integrating Material UI and XGrid, cutting development costs by 72%. Conducted accessibility-focused heuristic evaluations, boosting product convergence by 45%. Contributed to the design system and led a two-week sprint with cross-functional teams. Created Confluence documentation to streamline onboarding and enhance product knowledge across teams.

LEASELABS by REALPAGE

Interactive Design Director September 2019 - February 2021 | San Diego, CA

Led a team of 9 UX designers to create custom and theme-based product websites for multifamily housing clients, increasing the number of sites assignable within a month and reducing development costs by 80%. Championed agile methods by testing design iterations before development, cutting QA and implementation costs by 34%. Collaborated with VPs of Product and Marketing on strategy, implementing web and CMS templates for tier products. Led R&D, working with project managers, engineering, and implementation teams to explore emerging technologies and design trends.

Sr. UX Designer January 2017 - September 2019

Worked with product managers, marketing, and engineers to create responsive full-stack pages and videos, earning a W3 Web Design Silver Award. Developed Confluence documentation and a new dev spec process that was adopted globally. Designed mobile and desktop layouts that unified the brand and set new usability standards.

L7 CREATIVE

Sr. Interactive Designer January 2016 - January 2017 | Carlsbad, CA

Used A/B testing and accessibility principles to improve information architecture, creating more intuitive interfaces. Collaborated with C-suite and directors to develop digital solutions, increasing user satisfaction for clients like Vizio and Eisenhower Medical Group. Transformed complex data into visual narratives, boosting client conversion rates.

BIZCLIK MEDIA

Design Manager July 2011 - Jan 2016 | Carlsbad, CA

Led a team of six interactive designers to create innovative ads and digital publications across multiple industries such as Tech, Energy, and Business among others. Art Directed for twelve monthly publications, boosting brand visibility for high-profile clients like Papa John's and FedEx.

LAMBESIS

Graphic Designer April 2010 - July 2011 | Carlsbad, CA

Collaborated on groundbreaking design strategies to capture attention in the competitive Media and TV sector. Delivered impactful visual campaigns for Dasani, Grand Marnier, and Skyy Vodka, boosting brand perception and market presence.

CONTACT

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EDUCATION

San Diego State University

Bachelor of Arts, Multimedia Design | 2008 – 2010

MiraCosta College

Associates Degree in University Studies,
Emphasis in Graphic Design | 2006 – 2008

CERTIFICATES

The Interaction Design Foundation

Conducting Usability Testing

SKILLS AND PROFICIENCIES

Interactive Strategy	Wireframing
Material UI Libraries	Video Production
Design Systems	Rapid Prototyping
Agile Strategy	Heuristic Evaluations

Figma, Adobe CC, JIRA, Atlassian, Confluence, Miro, Amazon S3, Teams, Slack, Unbounce, HubSpot, Basecamp, Microsoft Office

AWARDS & MEMBERSHIPS

- W3 Awards Web Design Silver Winner
- MiraCosta College Industry Advisory Board
- SDXD Community
- UX Speakeasy

REFERENCES

- Mike Peters - (619) 459-1844
Experience Design Manager at HP
- Michael Kirkham - (949) 290-9780
Head of Product at Edisen (Now VP of Product at Oracle)
- Nick Adams - (484) 883-1785
Director of Product at LeaseLabs by RealPage
- Leigh Cotnoir - (619) 251-7480
MiraCosta Media Arts & Technology Director