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Professional Summary

A product and service design leader with 13 years experience of both enterprise and startups. I help transform complex enterprise products, echo systems and build strong cross-functional partnerships around user and customer-centered strategy. My work spans UX, product, and service design strategy—bridging people, purpose, and organizational operations. I specialize in navigating ambiguity, modernizing legacy platforms, and building scalable, outcome-driven solutions.

Hard Skills

Leadership • Design Strategy • HCD • UX Design • Product Design • UI Design • Interaction Design • Visual Design • Generative AI • AI Animation • Design Thinking • Design Process • Work Shops • White Boarding • Journey Mapping • Wire Framing • Readdy AI • Kling AI • Runway AI • Claud AI • Figma • Prototyping • Miro • Typography • Layout • Creative Direction • Content Strategy • UX Writing

Experience

Design Consultant: Independent Consultant Designer / Freelance Feb 2024 - Present / Remote

Start-up partner servicing growth and technology design, AI-driven websites, UX service scaling, UX and marketing design, consultation and execution. Partners include MapTech, Paw-ffice Sitters, and 3rd Degree Media.

Lead UX Designer: VMware / Trantor Sept 2019 - Feb 2024 / PaloAlto

VMware, a \$96B global enterprise leader in cloud infrastructure and SaaS. For 2.5 years, I led the large scale redesign and retooling of VMware's multi 'Epic' license to SaaS global business transformation. From scratch, we redesigned VMware's SaaS legacy tool (Model N), replacing it with a CPQ (Configure, Price, Quote) and an updated purchase history experience. The new workflow impacted an estimated \$2.8 billion in additional revenue per year, increasing sales velocity by 700% for 8,000+ sales reps.

- Redesigned VMware's global SaaS legacy tool, impacting a \$2.8B revenue stream within a \$96B enterprise ecosystem.
- Sole designer for 2.5 years of a 4.5-year initiative, driving usability, efficiency, and revenue impact within VMware's \$96B enterprise ecosystem.
- Implemented design strategy through design reviews and user story backlog refinement, improving cross-functional alignment and delivery efficiency.
- Drove large-scale, ambiguous, cross-functional epics, requiring extensive collaboration, partnering across multi BU landscapes and orgs, Business Ops, Product Ops, IT, Engineering, Product, and Research.
- Designed SKU compatibility, select-ability, configurability, customization and automation across VMware's vast portfolio.
- Use of Sales Force 'Lightning Design' and Figma integrated system for primary drag and drop components.
- Designed validated and confirmed workflows and interactions with users and customers.
- Designed a new UI (user interface) and purchase history experience with enhanced functions and features.
- Accessibility-focused enhancements within GJEP, ensuring a more inclusive experience.
- Partnered with IT to redesign ACPQ's UI, optimizing performance and large-scale data visualization.
- Conducted use case analysis with Product and Business Ops to align design with business strategies.

- Use of 'Figma' in refining the visual design and interaction experiences while considering the holistic user journey.
- Applied qualitative and quantitative research to iterative process, aligning business, user customer goals.
- Championed a user-centric design-thinking culture across orgs.
- Led user research, usability, and AB tests to enhance the experience.
- Use of 'Figma' in the design of low-to-high-fidelity wireframes, prototypes and workflows for testing and engineering.
- Wrote UX content and executed detailed label and title tests for cognitive clarity and usability.
- Operated autonomously across abstraction levels, translating complex needs to solutions.

Lead UX Designer: f'real Foods / 24Seven Jan 2019 – Sept 2019 / Emeryville

Driving innovation and impact through design leadership. At f'real Foods, I led the company's first and only mobile app from concept to launch. As the sole Product and UX Designer, I turned a vague need for an IoT app into a strategic, user-centered solution that connected customers to marketing tools, boosted sales velocity, and improved hardware service accessibility for their most underserved and fastest-growing segments.

- From scratch, I created and led the end-to-end design strategy and set it to time line for F'real's first native mobile (B2B) application.
- Created an MVP-driven product strategy for feature discovery, persona definition, and taxonomy.
- Conducted strategic discovery design thinking workshops.
- Product management strategy for iterative design and engineering sprints.
- Strategic and extensive in person and on phone customer research.
- Use of Apple HIG and UI kit for primary components.
- Use of 'Figma' in the design of 32 key features to address gaps in support of F'real's fastest-growing market.
- Validated designs through user testing and usability studies.
- Worked close with the brand art director on integrating customized icons and brand assets.

Lead UX Designer: Delta Dental / 24Seven Aug 2018 - Jan 2019 / Oakland

My role was to lead and drive the transformational direction and design for how users experience shopping for dental insurance (Shopping 2.0). The design impact reversed major drop-off issues and improved conversions, transforming how customers shop for dental insurance.

- Achieved a 50% drop-off reduction and a 100% conversion increase through an optimized redesign.
- Led the experience and UI (user interface) design addressing customers distrust in insurance while leveraging the transition from Angular to React.
- Innovated a trust-building shopping experience with personalized choice-driven outputs.
- Use of 'Figma' in designing a responsive web interface that mimics a mobile app experience, enhancing usability.
- Partnered with Product and Design teams in the refinement of the web interface and user experience.

Senior UX Designer: Cisco / Robert Half Sept 2017 - Aug 2018 / San Jose

Driving adoption with UX design. My role at Cisco was to lead and drive the transformational design for 2 primary portals, Collaboration Help and WebEx for Developers. We transformed what was once an article steeped search and find tool into an immersive visual learning experience. Worked with multiple cross disciplinary teams in an ongoing agile scrum environment. Strategic end to end redesign. Design strategy, research, information architecture, journey mapping, wire frames, high fidelity mockups and prototyping.

Senior Interaction Designer: Capital One / Fahrenheit Feb 2017 – July 2017 / San Francisco

Project lead for NSB (National Small Business) native web and mobile application for cross pollination. Site mapping, prototyping, and wire frames. Gather and translate product requirements. Leverage and lead team in a number of

design sprints. Product for mobile, needed a quick win solution to inform and motivate users to download the native mobile app. We designed, tested and developed a quality end to end solution in 1 month. UX, Interaction, prototyping, and content strategy for customer login and security experiences. Leverage and work with team - product, scrum master, content strategist, visual designer, and developers.

Lead Product Designer: Unilog Content Solutions November 2014 – Dec 2016

We Redesigned Unilog's legacy SaaS e-commerce platform and site builder in just 4 months. My role was to lead and drive both UX and Visual Design to the development team. Working directly with the VP / CTO, our primary focus was to redefine the usability within the system and refine the applications UI (user interface) to better the user experience. With a strict hard deadline, we successfully launched the product in Orlando Florida, where I was invited to speak keynote on the subject of UX / UI and Visual Design at Unilog's first annual users conference. We adhered to an extremely agile, Build, Measure, Learn process, currently conducting user focus groups in refinement.

Lead Product Designer:: eBay / Accenture April. 2014 – November 2014 / San Jose CA

An Accenture team member, hands on lead UX / UI designer to eBay's remote development team, Live Tech. Lead, own and drive a complete redesign of eBay's Global Brand Center, (an intranet CMS global repository for assets, images, resources and brand guidelines). Working in extreme agile, just 60 days to rethink, reimagine and redesign, from concept to launch. This in parallel to working with eBay's brand champions in the redesign and revision of eBay's brand guidelines. High level POV to eBay's brand governance in the development of it's visual and verbal language. Strategy in both design and content creation, messaging and brand tone of voice.

Senior Visual Designer: SAP / Yoh July 2013 – April 2014 San Francisco CA

Visual designer and content strategist for marketing and social enterprise. A marketing content & analytics team for the modern age. We focused on thought leadership campaigns as I brought visual thinking to the forefront in a world of content saturated campaigns. CTA's, web banners, info-graphics, responsive email, key note slide decks, video production and info-animation videos - Earned two legacy badges with published and syndicated thought leadership, content strategy on SAP's Marketing Innovations.

UI Production Designer: Apple / Rosetta Jan. 2013 – Jun 2013 / Cupertino CA

I worked on the UI for the iOS7 operating system. I was part of the Rosetta team hired amongst a core group of specialized talent to produce pixel perfect screens, assets and red line measures across all devices. Everything you see on your iPhone today, including HCD (human centered design) in the UI for finger print analysis. Mandated and lead by Johny Ives, the entire iOS7 was redesigned in just 6 months.

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