



PROFESSIONAL EXPERIENCE

Gorilla Logic

Solutions Architect - Principal Designer

June 2016 - Feb 2024

- Led discovery activities for more than 26+ clients across exploratory, evaluative, and validation phases, including research, synthesis, ideation, prototyping, usability testing, production design, and continuous improvement enhancements - ensuring quality, prioritization, and efficient delivery.
- Built a team of over 25 skilled designers in the US, Costa Rica, Colombia, and Mexico by implementing inclusive hiring practices, conducting interviews to identify best-in-class candidates, and establishing performance management/career tracks, while fostering a healthy and collaborative culture.
- Advised executive leadership in defining vision, strategy, and solution roadmaps for internal and external initiatives. Ensured that our capabilities in strategic design, user experience, and user interface design aligned with the business objectives of providing comprehensive end-to-end solutions.
- Supported account executives in winning new business and managing existing clients by jointly identifying and auditing client needs and matching them with design services. Streamlined pre-sales design activities, such as creating custom programs, offerings, proposals, pricing, and spec work to increase efficiencies and decrease operational costs.

Axial Agency

Senior Creative & User Experience Lead

July 2015 - June 2016

Collaborated with engineering teams to solve complex user interfaces and digital brand challenges. Defined and directed the program’s creative vision from conception to development, including facilitating workshops, wireframing, prototyping, upsampling into design directions, and delivering detailed designs alongside design systems and standards, ready for implementation. Clients included: Eco Products, Michael J Fox Foundation, and American Public Life.

Threespot.

Art Director & Designer

Sept 2011 - July 2015

Evolved the client’s brand in the digital space to boost engagement and acquisition. Created countless experiences and products across all industries, from website redesigns, mapping applications, and annual reports that inspire, motivate, and bring clarity and definition to the client’s mission and user experiences. Clients included: Operation Smile, Peace Corps, Natural Resources Defense Council, Planned Parenthood, National Park Service, Robert Wood Johnson Foundation and many more.

U.S. News & World Report

Interaction Designer

Jan 2010 - Sept 2011

Played a lead role in designing custom solutions for the digital transformation of usnews.com. Reimagined the online platform to be intuitive, impactful, and accessible and optimized editorial/admin workflows. Worked with engineering partners to solve for design and front-end development challenges and translate design requirements and UI documentation into actionable solutions.

National Geographic Society

International Licensing & Alliances Designer

Sept 2009 - Jan 2010

Assisted the International Publishing Group in interactions with National Geographic Magazine’s international partners, particularly in designing high-level interactive materials to introduce and promote the global publishing group.

U.S. Peace Corps

Math/Science Education Volunteer, Kenya

Sept 2007 - Dec 2008

Primary Assignment: Taught mathematics and HIV/AIDS prevention at Kalimani Secondary School.

EDUCATION

Middlebury College

BFA , Major in Studio Art  
& Mathematics

May 2007

Center for Digital Imaging  
Arts at Boston University

Graphic & Web Design  
2010

Graduate School USA

Information Architecture  
2012

CERTIFICATIONS

Certified SAFe® Product  
Owner/Product Manager

Scaled Agile, Inc.  
Dec 2018

Certified SAFe® Agilist

Scaled Agile, Inc.  
Oct 2018