

Professional Experience

Meta

Senior Product Designer

March 2022 - Present

- Spearheaded the design and strategy of Core Experiences for the Meta Business Suite product across web and mobile applications, resulting in enhanced user engagement and satisfaction for 3 billion active users.
- Conceptualized, designed, and implemented key user flows in the advertising journey, driving efficiencies that generated \$2 million in additional revenue and resulting in a 25% increase in conversion rates and a 15% decrease in user churn.
- Designed tailored experiences on the MBS Home surface for targeted audience segments, driving a 35% increase in advertisement engagement and 20% revenue growth.

Radical Design Co. LLC

Design Principal

Design Lead

December 2021 - March 2022

November 2019 - December 2021

- Designed and drove UX research for economic development tools at a major Southeastern utility company, resulting in 30% higher user engagement and 25% fewer errors among 1000+ daily users.
- Collaborated with key client stakeholders and development teams in multiple business sectors at Texas Health to conceptualize designs, resulting in a 22% increase in patient satisfaction.
- Led research and strategy initiatives for multiple high-profile clients, uncovering key insights and opportunities that informed product development and led to measurable business growth.

Y Media Labs

Senior Designer

January 2019 - November 2019

- Coordinated key projects with State Farm by focusing on bringing Service Design to the forefront of several offerings including the State Farm app, Becky AI, & Photo Capture Assistant.
- Led the design and strategy for the HCA Healthcare mobile app by understanding the future of nurse career path engagement and education that converted 85% in user engagement.

Rightpoint Consulting, LLC

Design & Strategy Lead

November 2017 - December 2018

- Launched the Mitsubishi Roadside Assist+ app from conceptualizing solutions, scoping deliverables, and leading the creative team resulting to being named a 2020 Future Digital Award winner.
- Headed the redesign for RoundPoint Mortgage by performing a deep discovery of user requirements and building a template design system resulting in an increased 54% customer interaction volume.
- Scoped the design needs with clients for Mitsubishi, RoundPoint, Republic Metals, and Lexis Nexis.

Fjord, Design & Innovation from Accenture

Senior Interaction Designer

March 2015 - November 2017

- Launched the FPL mobile application to help customers with self-services in their everyday utility needs, gaining a 5-star rating across the Apple and Google app stores.
- Organized the UX research and strategy for Celebrity Cruises in re-imagining their business practices to increase customer volume and engagement across multiple touch points.
- Collaborated with clients such as Coca Cola, Celebrity Cruises, AutoNation, IHG, and T-Mobile.

IBM

User Experience Designer

July 2013 - March 2015

- Coordinated with a team of developers in an agile environment on a bi-weekly basis by improving interactive experiences and flows for the Predictive Analytics tool amongst 5 world-wide departments.
- Performed over 40 hours of in-depth user research through stakeholder interviews, shadowing, and task analysis for the large server cloud software platform of IBM Cloud.

Education

Master of Science in

Human-Computer Interaction

May 2013 | Georgia Institute of Technology | Atlanta, GA

Bachelor of Science in

Computational Media

Dec 2010 | Georgia Institute of Technology | Atlanta, GA

Skills

Tools

- Adobe Creative Suite
- Apple Human-Interface Guidelines
- Figma
- Flinto
- HTML / CSS
- Invision
- Keynote
- Material Design System
- Microsoft Office
- Miro
- Rapid Prototyping
- Sketch
- Supernova Studio
- UserZoom
- Webflow
- Whimsical

Soft

- Blueprint & Journey maps
- Collaborative Workshops
- Communication & Presentation
- Design Leadership
- Management
- Mentorship
- Personas and Mindset
- Product & Business Strategy
- Project Planning
- Service Design
- Usability Testing
- User Research

Accomplishments

- Tree Map Mobile Manipulation Patent (2013)
- Exposing Fragment Identifiers Patent (2013)
- Confidential Route Monitoring Patent (2013)
- Project Planner for Meta Hackathon 1st Place (2022)