

Senior User Experience Product Designer

User Experience Design – Product Design, Strategy and Planning

A highly skilled and adaptable Senior User Experience (UX) Product Designer with over 15 years of expertise in leading UX and product design strategies, delivering intuitive, responsive, and accessible solutions across various digital platforms. Expert in designing systems that integrate machine learning (AI) and managing comprehensive design systems for large-scale projects. Proven track record in delivering more than 50 plus high-level UX/UI projects for industry leaders such as Microsoft, Amazon, Boeing, and Charles Schwab.

PROFESSIONAL EXPERIENCE

Feb 2025 – Present

AMAZON AWS MARKETING (CONSULTANT FOR ADITIT CONSULTING) — Hybrid/Seattle
Lead User Experience Researcher and Product Designer

- Senior Lead user research and product design strategy for Amazon AWS Marketing's *Marketing Intelligence Portal*, aimed at transforming how internal teams interact with campaign data and insights.
- Designed and executed a comprehensive mixed-methods research program—conducting stakeholder interviews, user surveys, and behavioral analysis to surface core user needs and uncover gaps in the current data workflows.
- Developed personas, journey maps, and experience flows to guide a user-centered product vision aligned with business KPIs.
- Created end-to-end design deliverables in Figma and FigJam, from early concept wireframes through to high-fidelity prototypes and interaction specs.
- Partnered with data science and engineering teams to explore applications of agentic AI and predictive modeling—identifying use cases where AI could autonomously recommend insights, automate routine tasks, or surface anomalies in marketing performance data.
- Used research-backed insights to inform UX architecture decisions, including data visualization components and AI-powered features tailored to marketing personas.
- Ran iterative usability testing and synthesized findings into actionable design updates, ensuring the final product was both intuitive and intelligence-enhancing.
- Acted as a cross-functional bridge between marketing, product, and technical teams to champion a research-first, AI-augmented approach to tool development.

Sept 2023 - Feb 2025

INTENTIONAL UX LLC — Hybrid/Seattle
Sr. User Experience Product Designer

- Consult on UX design for marine auction site, driving user engagement and satisfaction through phased approach.
- Spearheaded development of cutting-edge solutions, fostering a culture of innovation. Introduced novel approaches to problem-solving, driving significant advancements in project delivery.

April 2023 – Sept 2023

ZOOMCARE.COM — Remote
Lead User Experience Product Designer
DESIGN SYSTEM FOR HEALTHCARE MANAGEMENT PORTAL

- Led the vision and strategy for Zoomcare's Design System, ensuring cohesive UI and dev components.
- Collaborated with UX Director and Product Designers to identify high-impact areas and validate solutions.
- Maintained and updated Figma libraries for ease of use and consistency across mobile and desktop platforms.

- Worked closely with UI Engineers to manage design constraints and ensure quality assurance.
- Partnered with Brand Design team to align product design with brand consistency and future evolution.
- Partnered with UX Director and Solution Architects to identify high-impact areas, brainstorm solutions, and validate designs using data-driven insights
- Revolutionized Figma libraries structure, streamlining designer workflow and maintaining cohesive product experience through effective collaboration
- Conducted thorough analysis of UI components, ensuring seamless integration with engineering constraints and maintaining design integrity
- Drove brand and product consistency by fostering collaboration between Brand Design and Product teams, continuously evolving design standards
- Spearheaded Design System strategy, ensuring cohesive UI across platforms while collaborating with UX Director to identify high-impact areas and validate solutions

Sept 2022 – April 2023

INTENTIONAL UX LLC—Hybrid/Seattle

Sr. User Experience Product Designer

Proprietary NDA – Mobile Application for AI Crypto Currency Wallet

Lead User Experience Product Designer

THRED – NFT CRYPTO CURRENCY COMMUNITY PORTAL

- Worked on this startup's portal solution for the NFT Crypto Currency Community. I helped to move the portal over into a design system using bootstrap and then transitioning their design tools over to Figma. This allowed for a quicker transition into componentized design solutions and making the portal responsive. I also created new templated design solutions, artifacts, identified personas and streamline the design to development process flow.

July 2021 – July 2022

CHARLES SCHWAB AND TD AMERITRADE (JUDGE CONSULTING GROUP LLC)—Remote

Lead User Experience Product Designer

CHARLES SCHWAB AND TD AMERITRADE - DIGITAL BANKING TEAM RESEARCH AND DEVELOPMENT – PLEDGE ASSETS LENDING (PAL)

- Led design strategy for Charles Schwab Digital Banking, reducing loan decision times from 2 weeks to 3 days.
- Directed team of designers, ensuring consistent processes and stakeholder alignment.
- Facilitated design sessions, enhancing user experience for millions of advisors and clients.
- Managed project timelines and communicated updates, achieving measurable user engagement results.
- Balanced functionality against complexity on a platform serving millions, optimizing user experience while maintaining system integrity.
- Optimized project timelines and communication, ensuring timely delivery of high-impact solutions that measurably boosted user engagement.

2020 – 2021

FILTER DIGITAL, A MERKLE COMPANY (INTERNAL DESIGN TEAM)—Seattle, WA / Remote

Lead User Experience Product Designer

T-Mobile and Sprint Customer as well as Retail Care

- Led design strategy for Charles Schwab Digital Banking, reducing loan decision times from 2 weeks to 3 days.
- Directed team of designers, ensuring consistent processes and stakeholder alignment.
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2018 - 2020

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Microsoft Power Platform (AQUENT) — Bellevue, WA**Product Lead Designer (Promotion)**

Microsoft Power Platform Business 360 and Office Data Integrations (DI)

- Directed design and user experience operations for data integrations, enhancing Power Platform tools.
- Led a team of 4 designers, 1 researcher, and various content designers, delivering high-quality outputs.
- Supported over 10 product owners/managers, ensuring seamless project execution and delivery.
- Oversaw user experience and interactive design, significantly improving user satisfaction and engagement.
- Managed projects and deliverables in Microsoft DevOps, achieving measurable improvements in efficiency.
- Optimized operations for design and UX needs, balancing resource allocation and project management to drive efficient product development.
- Fostered synergy between design, research, and content teams, ensuring seamless integration of data across Power Platform, Azure, and Excel.
- Spearheaded design innovation for data integrations, elevating Power Platform tools and driving substantial user satisfaction improvements.

Senior Product Designer Level 3/User Experience Designer

Microsoft Power Platform Admin Center (PPAC), Dynamics 365, Power Apps, Power BI, Flow and Power AI

- Led the unification of admin experiences across all products within the Power Platform Admin Center enterprise suite.
- Developed responsive, interactive design solutions using Figma, ensuring seamless user experiences across platforms.
- Created a unified component library to standardize design elements across the Power Platform suite.
- Designed solutions incorporating machine learning and artificial intelligence features for enterprise applications.
- Ensured adherence to 509 compliance and accessibility standards in all design processes.
- Conducted user testing and prototyping in Figma to validate design concepts and enhance user experience.
- Expanded expertise in Microsoft Dynamics 365 and Power Platform Administration to support design decisions.

2018

AMDOCS — Seattle, WA/International**UX Manager for North America / Business Development**

- Led the unification of admin experiences across all products within the Power Platform Admin Center enterprise suite.
- Developed responsive, interactive design solutions using Figma, ensuring seamless user experiences across platforms.
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- Designed solutions incorporating machine learning and artificial intelligence features for enterprise applications.
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2016 - 2018

GORILLA UX LLC/URBAN GORILLA LLC — Seattle, WA/Nationally**Highlighted Projects**

Guardian Data Systems | Senior User Experience Designer, Consultant

Vancouver, WA | Jan 2017 - Jul 2017

- Led the re-architecture and redesign of the POS system, enhancing usability and user flow.
- Developed interactive wireframe prototypes and produced information architecture (IA) collateral.
- Conducted work sessions with stakeholders to align business goals with design objectives.

Launch Consulting | Senior User Experience Designer & Business Development, Consultant

Seattle, WA | Sep 2016 - Feb 2017

Client Project: Microsoft BizSpark

- Implemented user experience solutions using Microsoft Web Framework (MWF), ensuring consistency across platforms.
- Developed responsive, interactive wireframe prototypes for various digital solutions.
- Led proposal writing, client sales meetings, and other business development activities, driving project wins and client engagement.

Possible Digital Agency | Senior User Experience Designer, Consultant | Seattle, WA

Jul 2016 - Sep 2017

Client Projects: Flor, Microsoftstore.com

- Created a responsive design tool for Flor, enabling customers to design custom rugs (<https://www.flor.com/design-studio/>).
- Led reverse engineering of iOS and Android apps into a responsive web design tool.
- Implemented UX solutions for Microsoft Store, using Microsoft Web Framework (MWF) to improve user experience across the site.
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2015 - 2016

Wire Stone LLC now an Accenture owned company - Seattle, WA**Senior User Experience Designer / Business Development**

Clients include: Hewlett Packard, Boeing, Motorola, Microsoft, and Carbonite.

- Led user research and created sitemaps, wireframes, and prototypes for clients like HP and Microsoft.
- Represented UX services in sales and client meetings, driving business growth and client engagement.
- Authored proposals and participated in business development, ensuring organizational success.
- Skilled in UX design, research, and strategy for diverse applications, including mobile and education games.
- Drove business growth through strategic proposal writing and client meetings, consistently securing new contracts and expanding service offerings.
- Fostered strong client relationships, representing UX services in sales pitches and ongoing projects, ensuring client satisfaction and retention.

2014 - 2015

GORILLA UX LLC/URBAN GORILLA LLC — Seattle, WA/Nationally

Highlighted Projects

Smart Tech | Senior User Experience Designer and Researcher, Consultant | Seattle, WA

- User Testing, research, and gamification for Smart whiteboards

Redtech | Lead UX Strategist Principal Practitioner, Consultant | Snoqualmie, WA**Liberty Mutual/Safeco Insurance | Lead UX Strategist Principal Practitioner, Consultant | Seattle, WA**

- Lead the UX consulting and deliverables on the underwriters' decision process online portal tool

2013 - 2014

Microsoft Xbox One APPs (Aquent)

Senior User Experience Strategist/Integration Designer – Consultant

- Responsible for driving the 3rd Party Media Application experience with MS partners and 3rd party partner vendors
- Designed and managed the New Design/UX Guidelines for Xbox One 3rd Party Media Applications
- Directed and managed junior UX designers and copywriter/editor

2012 - 2013	The Garrigan Lyman Group Senior User Experience Architect <i>Client Projects: T-Mobile, Philips, Microsoft, and GLG</i>
2011 – 2012	Microsoft Channel Incentives Big Data Dashboard Director of UX Strategy Principal Practitioner, Consultant
2010 - 2012	Verizon Principal Senior User Experience Designer Architect, Consultant
2009-2010	Amazon Supply Principal Senior User Experience Designer Architect, Consultant
2009	Microsoft MicrosoftStore.com UX Strategist–Consultant
2008	Blue Cross Blue Shield Insurance Senior UX Designer - Consultant
1998 - 2009	URBAN GORILLA LLC Senior User Experience Specialist/Business Development Notable include: Microsoft, Amazon, T-Mobile, Chase Bank, Eddie Bauer, James Hardie Blue Cross/Blue Shield, Banking Administration Institute of Technology (BAI), and many digital design agencies nationwide.

DEDUCATION AND CERTIFICATIONS

DEPAUL UNIVERSITY

BA/MS Candidate, Human Computer Interaction/Computer Science

Dean's Academic Scholarship | National Honors Society | Early Master Level Studies

ILLINOIS INSTITUTE OF ART

AAS, Computer Technology/Computer Animation

Honors Graduate

Certifications/Training

AI and Machine Learning Bootcamp Certification 2024

AI Product Design and Integration Training 2024

Cryptocurrency and NFT Training

Human Transformational Coaching and Facilitator Training

Product Manager Certificate

Blockchain Technology Certificate

Mobile Application Design Certificate

Microsoft Dynamics 365 Administrator Certificate

Accessibility and 508 compliance Certificates/Training (through Microsoft, T-Mobile, and Charles Schwab)

Mindfulness and Law of Attraction Coaching Certification and Training

Human Transformational Coaching Training

Many other certifications and training

TECHNICAL SKILLS

Figma, Figjam, Sketch, Invision, Axure RP, UXPin, Adobe XD, Zeplin, Mural, Miro, Omnigraffe, Visio, Adobe Creative Suite, Illustrator, Photoshop, InDesign, MS Office, MS Share Point, Jira, Confluence, MS Power Platform, Dynamics 365, Power Apps, Power BI, IT

Admin for: Office 365, the Power Platform and Dynamics 365

Amazon Tools – Quicksight (BI), Quip (Document Management), Pulse (Surveys), Cloudscape Design System, Cedric (AI),

Apollo (Agile or DevOps)