



Known for bringing clarity and logic to design challenges by quickly understanding user needs and goals to deliver thoughtful, effective solutions.

10+ years of experience

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RECENT EXPERIENCE

Basis Technologies *Digital Advertising Software & Services*

Staff Product Designer July 2021 – Present

- Designed features to streamline ad campaign creation and maintenance, including media plan imports, ad rate flexibility, and standalone tracking pixel creation
- Played a key role in redesigning the platform's reporting tools—improving usability and visual insights to help retain existing customers and attract new prospects

Centene Corporation *Healthcare Insurance*

Sr. UX Designer January 2021 – July 2021

- Collaborated with fellow designer to maintain visual and functional consistency across the application, while also facilitating cross-team communication and alignment
- Documented shared styles and components, and supported efforts toward 508 Compliance by providing guidance on accessibility standards and best practices

EZCORP *Pawn Stores*

Lead UX Designer January 2020 – October 2020

- Expanded existing styles and components to support new user flows and scenarios, ensuring consistency with the current experience and alignment with Material Design
- Integrated user testing into the design process to validate new UI elements and features, improving usability and overall user experience

Texas Department of Transportation (TxDOT) *Government*

UI/UX Lead October 2018 – January 2020

- Served as UI/UX Lead, managing the team's UX workload, while also taking on UI development responsibilities after departure of UI Developers
- Led discovery sessions using qualitative research methods, including content analysis and focus groups
- Post-release, my primary design initiative received positive feedback from users for significantly improving task efficiency and simplifying access to research information

SKILLS

User Experience Design, User Testing, User Research, Wireframing, Responsive Design, Design Systems, Competitive Analysis, Accessibility, User & Task Flows

TOOLS

Figma, Sketch, InVision, Zeplin, Adobe XD, Balsamiq, UXPin, Marvel, Abstract, Adobe CC, Bootstrap, Material Design, WordPress, SharePoint, HTML, CSS, Javascript, Pendo, Maze, Sprig, Miro, Lucidchart, FigJam, Jira, Confluence

EDUCATION & TRAINING

Collin College

3D Entertainment Animation & Interactive Media

Associate of Applied Science *Spring 2005*

Liberal Arts

Associate of Arts *Fall 2004*

Interaction Design Foundation

Human Computer Interaction – HCI |

How to Design With and For Artificial Intelligence | Radical Participatory Design: Insights From NASA's Service Design Lead | Design for a Better World, a Discussion with Don Norman | User Research for Everyone: Practical Strategies for Every Team

LinkedIn Learning

Advertising Foundations, Intro to Data Science, Digital Marketing Foundations, AdOps Learning Series