

ABOUT

Data-driven and conceptual designer with extensive industry experience ranging from user experience design and product design to ad campaigns. Demonstrated track record of success as a leader and mentor with the goal of building teams and creating a culture of collaboration to drive innovation. Ability to look at problems from many different viewpoints and to use proven design processes to help identify and validate the best solutions ensuring the final product addresses the challenge in the most elegant way possible for the end user.

EXPERIENCE

 **EXPERIENCE CENTER LEAD**
December 2023 – Present

Publicis Sapient | Dallas, TX.

Client: Sonepar USA

Role: Leading a team UX and UI designers to bring a new e-commerce platform called Spark to North America from Europe. Serving as the global connector between NA and EU to make sure that we launch a product that will resonate with Sonepar's operating companies and customers.

- Reporting directly to the head of Product to deliver key 2024 roadmap initiatives as well as well as north star vision ideas for 2025 and beyond.
- Achieved the goal of launching Spark in 2 key operating companies in the U.S.
- Serving as the NA Experience Center liaison for design to make sure that our team is working together with our European counterparts in the most productive way as possible.
- Implemented **95% of the identified features** (to date) needed to bring Spark to our customers in North America.

 **DESIGN MANAGER**
June 2021 – October 2023

Capital One Auto Finance – Experience Navigator | Plano, TX.

Role: Managed a team of designers focused on researching, defining, designing, and delivering internal tools and processes that drove customer-centered focus across Capital One's Financial Services Division. Created tools to implement design methodologies, optimize process management and establish improvement feedback loops. These initiatives enabled teams to track their performance in real-time, allowing them to focus on solving the right problems.

- Strong communication skills to sell in ideas to senior leadership and to align on prioritization to deliver new design products for our overall roadmap.
- Launched products that drove more user engagement with Experience Navigator as well as **increased overall monthly visits by 70%**.
- Collaborated with a multidisciplinary team that included product managers, engineering and leadership to set product strategy that positively impacted both the customer experience and business objectives in a metric-driven environment.
- Advocated for human-centered experiences and helped co-creators stay customer focused by clarifying the right problems to solve.
- Led cross-functional team to create a design system of reusable components and styles for internal use.
- Validated designs through regular discovery and customer research.
- Implemented solutions based on proven design frameworks.
- Coached and mentored team members on ways to advance and provided clarity around professional growth options.

 **DESIGN MANAGER**
December 2019 – June 2021

Capital One Auto Finance – Loss Mitigation | Plano, TX.

Role: Design manager over the Loss Mitigation experience within Auto Loan Servicing, horizontally supporting a broad set of sub-experiences and teams to implement new capabilities with the singular goal of providing customers with the best solutions and financial products to help keep them in their cars after becoming delinquent on their loans.

- In partnership with the Head of Design, managed multiple stakeholders to clearly understand enterprise product requirements and vision.
- Created complete end-to-end experiences across Loss Mitigation to provide the best solutions for delinquent auto loan customers, as well as agents trying to help them.
- Led major project initiatives in collaboration with product and tech teams to provide an expanded set of digital solutions available for delinquent customer needs.
- Created solutions that **decreased overall call time for agents**.
- **Enabled 80% of agents to deliver solutions** on behalf of the customer online.
- Brought multiple disciplines together to collectively solution through the facilitation of design thinking workshops.

 **ASSOC. CREATIVE DIRECTOR**
November 2015 – 2019

VMLYR | Dallas, TX.

Clients: Banfield Pet Hospital, Mars, Southwest Airlines, Microsoft, 84.51°, Chuck E. Cheese & Murphy USA

- Oversaw, led and mentored creatives across multiple offices and accounts.
- Led web, mobile and brand redesigns through Agile process.
- Collaborated with other agencies to produce CRM, print, digital and environmental design projects.
- Managed and facilitated output of work in a fast-paced environment within very tight turn times.

 **SENIOR ART DIRECTOR**
May 2011 – November 2015

Rockfish Digital | Dallas, TX.

Clients: Sam's Club, Walmart, White Cloud, Cisco, Proctor & Gamble, Dave & Buster's & InterContinental Hotels Group

- Collaborated with my team to produce work which included websites, social, mobile apps, retail advertising, omni-channel marketing, packaging and print.

EDUCATION

Bachelor of Arts (B.A.) | Graduate of the Temerlin Advertising Institute at Southern Methodist University in Dallas, TX

WORK EXPERTISE

- Leadership
- People Management
- Mentorship
- User Experience Design
- Design Systems
- Product Vision
- Service Design
- Data Visualization
- Customer Journey Mapping
- Strategic Design
- Interaction Design
- Information Architecture
- Product Development
- Prototypes
- Wireframes
- Branding
- Campaigns
- Business Strategy
- Graphic Design

- User Research
- User Testing
- Facilitation Skills
- Product Strategy
- Content Design
- Content Compliance
- Accessibility Guidelines (ADA Compliance)
- Legal & Accessibility Reviews
- UI Standards
- Responsive Web Design
- Typography
- UX/UI Design
- UX Writing
- HCI

TOOLS



Figma



Adobe CC



Framer



Mural



UserTesting.com