



I ♥ My People

In my 20+ years of experience, I've come to realize the importance of a great, diversely educated team. A great product team raises the banner for a painstaking development effort to be justified; for a PM's business case to win approval with stakeholders; for end users to further commit and transact with a product. I've been involved in all of these endeavors and more, but not without the support of other brilliant team members. I love opportunities to both learn and share my knowledge with others.

Skills

User Research
Interaction Design
Journey Mapping
Onsite/Remote Usability Testing
Information Architecture
Copywriting
Art Direction
Illustration
Visual Design and Motion Graphics
HTML, CSS and JavaScript (simple if-then logic, functions and general understanding of object oriented coding principles)

Tools

UX Design

Figma
Sketch
Invision
Zeplin
Axure

Creative Design

Photoshop
Illustrator
After Effects
Premiere
Adobe Animate

Workflow

GitLab
Pivotal Tracker
Jira/Confluence
Azure DevOps

User Research

Qualtrix
ClickTale
UserTesting
Zoom
Silverback
Salesforce

Experience

Raptor Technologies / Sr. Product Designer

Houston, TX / January 2019 - Present

- Instituting and maintaining a DesignOps process to ensure consistent delivery of creative assets as products evolve and mature
- Institute product discovery, user research, user testing, and quantitative and qualitative analysis methodologies that bring greater product value
- Development and maintenance of UX design systems and research artifacts such as personas, journey maps and product flows
- Hands-on visual design of product UI

Home Depot/GCC / UX Lead - Decking Category

Houston, TX / October 2017 - December 2019

- Earned role of UX lead for interconnected retail's decking category
- UX oversight of major product launch (\$0-2.8 million in revenue in 6 months) of custom category "PIPfigurator", a responsive PIP page with robust configuration features for Trex, Fiberon and Veranda decking brands
- Oversight of responsive "Resurfacing Calculator", an experimental configurator that allows robust configuration of decking surfaces, with all related materials carted based on user inputted width and length calculations
- Ancillary support for many other product categories

Silicus Technologies / Creative Director, User Experience

Houston, TX / February 2015 - February 2017

- Management of a UX team consisting of visual designers, researchers and front-end developers
- Conceptualizing information architecture, interaction design and high-level creative vision for enterprise-grade software products
- The diversity of projects netted extensive experience in enterprise IoT application development, as well as wearable technology and applications

Certification



Nielsen Norman Group
UX Certified #1008078
Issued June 2015