



**SUMMARY**

Happy and versatile design leader with a broad skill range, including communication design as part of the user experience process, user research, rapid prototyping, web and application design, product design, visual, UI, UX, interaction design, iOS/Android mobile design, UI design pattern systems, brand identity, and project management. Passionate about solving real business problems by facilitating an agile development and user centered design process. Self-directed team player with management experience.



**CAREER HIGHLIGHTS**

Provided over 8 years of creative direction and design strategy on major brands like Costco, Securematics, Azilon Corporation, Meineke, L3, Hitch Media, Netflix and United Way of Silicon Valley. Coordinated and managed multiple vendors to create and ship completed projects to Fortune 1000 clients. Managed design, campaigns, online marketing, and developed marketing strategies to improve profitability and sales for local printing and software companies. Developed processes to improve the workflow between teams within different departments and introduced new technologies to help meet objectives.

Key member of cross-functional teams to gather design requirements, product goals and translate them into innovative, engaging and usable experiences for consumers. Mentor other designers, coordinated and presented workshops for WCAG guidelines, rapid wireframing and prototyping and design thinking for design teams. Designed wireframes, mockups, and user-centered design concepts which resulted in successful consumer-oriented product launches for Citrix, Visa, eBay, Concur, Logitech, Oracle, Costco and Structural Soft. Managed teams of up to four people.



**MY TOOL BOX**

*Love working on a Mac*

- Adobe CS6: Photoshop, Fireworks, Illustrator, InDesign, Dreamweaver, Flash
- Wireframing / Mockups, Axure, Justinmind, Sketch 3, Zeplin.io, Slack, Proto.io, Moqups, CMS, Microsoft Office, Google Analytics.
- WCAG 2.0 / Accessibility Dev tools and basic knowledge of HTML and CSS to modify code for design.



**EXPERIENCE**

**Citrix** | Santa Clara, CA 95054 | 01/2015 - Present

**Sr. Lead UX / Product Designer - Customer Experience**

Establish, drive, manage, and maintain design UI standards and patterns for Citrix. Work closely with design/UX professionals, product design teams, marketing, PM, engineering and end users to accomplish goals. Contribute to organizational objectives directly affecting the user interface for our products. Provide thought leadership and help create a unifying vision for the user experience and product design division. Establish user experience methodologies and incorporate industry best practices. Integrate new design thinking, user centered design methodologies and processes into PM and development cycles. Spearhead a process to understand user needs, business needs, user research and stakeholder requirements for our product services. Mentor, motivate, direct and provide leadership for our design team. Drive the design of next generation, reusable navigation patterns, components, and templates across Citrix's products, insuring a consistent, appealing, and dynamic customer experience. Champion user centered design principles within product management and engineering teams. Lead internal and external workshops and design reviews and drive them to completion. Cross-divisional collaboration with product design, executive leadership teams, brand & marketing, and others to ensure a cohesive and strategic user experience across Citrix resulting in improved product experiences and value for our customers.

**Visa** | San Francisco, CA 94105 | 02/2014 - 01/2015

**Principal UX Designer - Mobile and Digital Payment Innovations, Visa Checkout**

Define information architecture structure and patterns. Apply UX research methodologies to early phases of all our projects. Participate in usability studies, early product definition to understand end-user needs and define user experience parameters and success criteria. SME for Section 508, W3C, ADA, WCAG 2.0 mobile web best practices and standards. Directed training sessions and workshops relating to accessibility, rapid wireframing and prototyping. Produce lo-fi wireframes, prototypes, and hi-fi visual designs and style guides. Presented and introduced new features, product experiences and fresh ideas to high level teams and executives for major bank issuers in Australia which had a huge impact and resulted in 'Visa Checkout app integration' partnership plans. Lead heuristic evaluations of existing applications and champion user-centered design methodologies, UX strategy and design best practices on teams comprising product management, product development, engineers, technology teams, bank/issuer solution delivery teams and marketing professionals.

**Concur** | Bellevue, WA 98004 | 11/2012 - 02/2014

**Lead UX Designer for Travel - R&D**

Drive and translate software requirements into wireframes and design mock-ups to be used by the R&D development team. Establish, manage, and maintain the design spec process, design template for redlines and functional specs. Work with the Usability Engineer to evaluate the usability of prototypes, key findings, product designs, and competitive analysis research to push the boundaries of Concur's user experience on desktop and mobile devices. Design Task flow, screen layouts, interaction flows, and design specs for PD. Identify and solve usability and UI design problems. Coordinate and participate in specification reviews, design reviews, and other quality assurance best practices ensuring user experience integrity.

**eBay** | San Jose, CA 95125 | 10/2011 - 11/2012

**Lead Visual UX Designer - eBay Managed Marketplaces**

Design low and high fidelity interactive prototypes & flow solutions for new user interfaces on the eBay site. Lead designer for eBP (eBay's Buyer Protection). Design all graphical page and flow elements including: UI, wireframes, mock-ups, design specs, icon design, interaction design, mobile design, desktop/mobile navigation flow and prototype click-throughs. Collaborate with other designers, UX research teams, content strategists, developers & product managers. Key contributor to drive end-to-end experiences through thoughtful end-user approach by visualizing the business & the interactions of our users. My emphasis is in creating an intuitive experience allowing our users to fulfill their goals in simple logical steps.

**Netflix** | Los Gatos, CA 95032 | 09/2011 - 10/2011

**Sr. Visual Designer / Contract**

Create visual concepts and solutions that support the Netflix website and TV interfaces. Collaborate with other designers, product managers and engineers to conceive and improve the Netflix brand and user experience. Own significant design and production responsibilities under the direction of the CMO. Art direct projects to refine, develop, and enforce interactive campaign banners, advertisements, interface design, branding and user experience Call-to-Action guidelines. Contribute to the culture of communication, collaboration and inspiration.

**Logitech Inc.** | Fremont, CA 94555 | 10/2010 - 09/2011

**Web Creative Specialist - Global Web Marketing / Contract**

Design and manage visual assets for Logitech's 2010-2011 product launches (over 150 products and over 2000 image assets), mockups, wireframes, banners, product pages, Icons, promotions, and other site components in a way that is tightly integrated with design and development processes. Modify images to support size requirements across website and partner use. Work closely with the brand and writing teams to create images to support their requirements. Distill and organize large amounts of complex information into intuitive user centric images. Store and upload final assets into the company's e-Marketing repository and Content Management System (CMS).

**Structural Soft Inc.** | Palo Alto, CA 94560 | 07/2010 - 08/2010

**Visual Designer / Contract**

Manage company website, email marketing campaigns, customer facing web properties and internal tools. Work with marketing, sales, support and engineering teams to develop a wide range of marketing communication vehicles including web design and back end support. Develop corporate style guide to ensure consistent use of brand assets. Monitor web traffic to measure effectiveness of content and UI. Monitor use of brand assets to ensure consistency.

**Precision Graphics** | Redwood City, CA 94063 | 09/2007 - 06/2010

**Sr. Graphic Designer / Production Manager**

Manage all printing, design and production projects from job initiation through job completion. Projects included print collateral, signage, banner stands, trade show pop up displays and booths. Design and manage company website, HTML email campaigns, SEO (Search Engine Optimization), and online marketing strategies, resulting in increased sales. Implement A/B testing and set up FTP procedures to transfer artwork files. Maintain production and quality standards, vendor/client relations, purchase orders, invoicing, order/data management and customer support.

**Oracle Corporation** | Belmont, CA 94002 | 09/2000 - 09/2007

**Graphic Designer / Production Specialist**

Design Oracle software CD label artwork relying on strong type solutions and following brand standards. Operate a variety of computer platforms and operating systems including Mac OS, Windows, NT and UNIX. Operate a Microtech Express XL production system equipped for high volume disc production with twelve recorders and dual thermal printers. Implement quality control process for testing software, artwork and color separations prior to distribution. Successfully complete all assigned projects in accordance with tight deadlines. Explain technical concepts in non-technical terms to staff and clients while adapting to frequent upgrades in technology.



**EDUCATION**

**AAS in Design/Multimedia Communications**

- Masters Institute of Technology, San Jose, CA
- Foothill College, Los Altos, CA
- Canada College, Redwood City, CA
- Web Development Training: Web Design I and II
- Stanford University Online Training: HCI, Information Technology, and Design



**AWARDS**

- Citrix Applause Award for Collaboration (April 2015)
- Citrix Applause Award for Collaboration (March 2015)
- Visa Go Beyond Award for Collaboration and Pulling Ahead by Pulling Together (September 2014)
- Visa Go Beyond Award for People. Behind payments are people. (May 2014)
- Multiple design awards from Unikeep.com