

## EDUCATION

### SPIRITUAL/DEPTH PSYCHOLOGY

Antioch University - Los Angeles

### MULTIMEDIA DESIGN

LA Mission College

### COMPUTER SCIENCE

LA City College

## SKILLS

### RESEARCH

- Comparative Analysis
- User Testing
- Concept Map
- Personas
- User Flow
- Analytics
- Usability Testing
- Systems Thinking

### DESIGN

- Info Architecture
- Interface Design
- Interaction Design
- Wireframe
- Prototyping

### SOFT

- Scrum/Agile
- Collaboration
- Adaptability
- Troubleshooting
- Interpersonal skills

### TOOLS

- Figma
- InVision
- Sketch
- Axure
- Adobe Creative Cloud
  - Photoshop
  - Illustrator
  - After Effects
  - Premiere
- Miro
- Fullstory
- UserZoom
- UserTesting.com
- ... I love whiteboards!

## EXPERIENCE

### OptumDTC / RVO Health | **Principal UX Architect**

FEB 2022 - PRESENT

- + Took over as Design Systems Manager in 2023.
- + Adapted Biometric Login from OptumRx to Optum Store.
- + Led the design efforts in collaboration with Sanofi Pharmaceutical to create Affordable Insulin.
- + Led design of Promotions and Discount integration for Talon.One into Optum Store.
- + Led the design of Durable Medical Equipment in partnership with Synapse Medicine.
- + Leading the design efforts on the OneCheckout initiative.

### Caesars Digital | **UX Designer / Product Owner**

MAY 2019 - FEB 2022

- + Took initiative with developing assets that is used by the team and for the organization
- + Spearheaded white-label initiative for Caesars Entertainment amidst merger with Eldorado
- + Managed a team of developers and QA personnel towards multi-State releases

### Creative Interlace | **Designer & Co-Founder**

SEP 2017 - JAN 2019

- + Managed production notes, material, and personnel from Discovery, Design, and Development
- + Conducted Discovery Meetings with clients to explore their product ecosystem
- + Conducted research on product competitors, market competitors, and develop a unique MVP

### Fitbit | **Experience Designer**

OCT 2016 - AUG 2017

- + Redeveloped End-User onboarding documentation using user feedback
- + Redesigned internal I.T forms within platform constraints

### Fyrst Envisions, LLC | **Senior Designer**

SEP 2015 - SEP 2016

- + Pivoted an idea, which revived a product that would have stopped a month after joining
- + Developed branding, designs, and pitch decks, for various business and testing purposes

### General Assembly | **Associate Instructor**

MAR 2016 - AUG 2016

- + Mentored over two dozen students, sharing knowledge and insight to UX
- + Assisted instructors in juggling tasks and acquiring resources to enrich student life

### Spylight | **UX Consultant**

MAY 2015 - AUG 2015

- + Created a product design flow for the production team, reinforced existing processes
- + Collaborated with Product Manager and Lead Designer on updating brand and function



*UX Design*

**Cert. 2015**



*UX Manager*

**Cert. 2021**



*Sustainable  
Infrastructure Systems*

**Cert. 2022**

SYSTEMIC  
DESIGN  
ASSOCIATION

*Member*

**Since 2021**