

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
- UML
- Miro
- UserZoom
- UserTesting.com
- HTML / CSS
- JavaScript
- ... I love whiteboards!

EXPERIENCE

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

FEB 2022 - JUL 2024

- + Led the adaptation of Biometric Login from OptumRx to Optum Store, enhancing user security and experience
- + Directed design efforts in collaboration with Sanofi Pharmaceutical to create Affordable Insulin, improving access to essential medication
- + Spearheaded the integration of Promotions and Discount features with Talon.One into Optum Store, increasing user engagement and sales
- + Oversaw the design of Durable Medical Equipment in partnership with Synapse Medicine, expanding the product offering
- + Managed a team to rapidly deploy an eCommerce system for a new platform, ensuring timely and efficient project completion, using responsive HTML/CSS design principles
- + Played a supporting role in a team of three to manage the Design System, ensuring consistency and quality across products

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

MAY 2019 - FEB 2022

- + Led the design integration of Caesars Rewards into the Caesars Sportsbook app, enhancing user loyalty and engagement
- + Initiated and managed a white-label project for Caesars Entertainment during its merger with Eldorado, streamlining the branding process
- + Supervised a team of developers and QA personnel for multi-state releases, ensuring regulatory compliance and timely delivery

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

SEP 2017 - JAN 2019

- + Directed production notes, materials, and personnel from discovery through design and development phases, ensuring seamless project execution
- + Conducted discovery meetings with clients to explore their product ecosystems, providing tailored solutions supported by UML models
- + Performed comprehensive research on product and market competitors, developing unique MVPs that stood out in the market

Fitbit | **Experience Designer**

OCT 2016 - AUG 2017

- + Redeveloped end-user onboarding documentation based on user feedback, enhancing user experience and satisfaction
- + Redesigned internal IT forms within platform constraints, improving efficiency and usability



UX Design

Cert. 2015



UX Manager

Cert. 2021



Sustainable Infrastructure Systems

Cert. 2022

SYSTEMIC DESIGN ASSOCIATION

Member

Since 2021