

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

United Health Network | Senior UX Designer

FEB 2025 - PRESENT

- + Architected the UX and Information Architecture for a healthcare insurance CLM, converting a developer-led build into a user-centered, market-ready solution
- + Led user research and workflow analysis to identify Contract Manager pain points, mitigating usability risks and future-proofing product impact

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



UX Design
Cert. 2015



UX Manager
Cert. 2021



Sustainable Infrastructure Systems
Cert. 2022



Member
Since 2021