

Creative UX/UI and Product Designer with 20+ years of experience crafting user-centered digital experiences and products. Skilled in AI, user research, wire-framing, prototyping, and collaborating with cross-functional teams to deliver innovative solutions.

Skills

UX/UI

User Research

Design Thinking

AI Integration

Wire-framing &
Prototyping

Interaction Design

Information

Architecture

Usability Testing

Journey Maps

Visual Design

Responsive Design

Accessibility

Standards (WCAG)

Design Systems

Agile & Scrum

Methodologies

Heuristics

HTML/CSS

Software Tools

Figma

AI

Adobe XD

Sketch

Adobe Creative
Suite Photoshop

Illustrator

Jira

EXPERIENCE

Staff UX/Product Designer

Willowview July 2025 - Present

- Led requirements gathering sessions with stakeholders to define user needs and business goals, translating them into actionable design deliverables.
- Created detailed process flow diagrams, wireframes, and high-fidelity visual designs to support seamless user experiences and development alignment.
- Redesigned and optimized the internal fraud reporting workflow, significantly reducing processing time and increasing operational efficiency.

UX Design Lead

Wells Fargo March 2025 - July 2025

- Led requirements gathering sessions with stakeholders to define user needs and business goals, translating them into actionable design deliverables.
- Created detailed process flow diagrams, wireframes, and high-fidelity visual designs to support seamless user experiences and development alignment.
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Director of Design and User Experience

University of Phoenix October 2022 - March 2024

- Led UX strategy for 11 teams, applying Continuous Discovery for user-centered design.
- Created intuitive UIs while shaping brand direction.
- Designed AI-powered tools, including a job interview practice tool.
- Built an MUI-based Figma Design System for consistency and modernization.
- Led user research and testing to refine products.
- Mentored teams on Figma and UX best practices.
- Drove collaboration across design, content, product, and development.
- Integrated AI tools to automate workflows and boost efficiency.

Director of Design and User Experience

Allstate Identity Protection March 2022 - September 2022

Establishing a Design System, Usability Testing, Design Thinking and creating a content process

- Created and implemented a comprehensive design system, including usability testing frameworks, design thinking methodologies, and a scalable content process to streamline workflows and improve team efficiency.
- Established a Figma-based component design system and pattern library in collaboration with Allstate, ensuring consistency and scalability across products.
- Launched a usability testing program with a prioritized backlog, driving actionable insights to inform product improvements.
- Unified content, design, and user research teams to improve cross-functional collaboration, resulting in more cohesive product designs and streamlined processes.

EXPERIENCE

Senior UX/UI Designer

CSAA Insurance August 2021 - February 2022

- Pioneered a robust Design System, Style Guide and Pattern Library
- Built Figma components with variations based on Material UI
- Participated in user research testing and synthesis
- Designed UI for MyPolicy product including payment flows, Wallet, and Document Library
- Created icons, illustrations, and media

Director of UX/UI

WaFd Bank February 2019 - August 2021

- Spearheaded the full brand and design system for WaFd Bank, standardizing visual language and UX patterns across all digital products to ensure a cohesive, elevated experience.
- Designed and maintained a robust style guide and front-end pattern library, aligning design and development for seamless, consistent implementation.
- Improved usability through qualitative and quantitative UX testing using Heap, Mouseflow, Google Analytics, and Hotjar—driving continuous optimization based on real user behavior.
- Mapped end-to-end customer journeys and redesigned critical flows—especially the online account-opening experience—to remove friction and boost conversion.
- Collaborated with engineers to build a modern React-based web architecture, contributing to one of the fastest-performing bank websites in the industry.
- Championed mobile-first and customer-centric content strategies, enhancing mobile usability, readability, and overall customer satisfaction.

Principal Graphic Designer

Oracle 2008 - September 2017

- Designed UI, UX for Oracle Help Center Incorporating Cloud, Fusion Middleware, Java, and Rest APIs Etc.
- Hand-coded engaging HTML5/CSS3 responsive UI, drawers, scrollspys, modal video, learning paths, and more.
- Worked seamlessly with international development teams in Agile/Scrum environment.
- Lead Accessibility designer creating WCAG/508 compliant code tested with JAWS
- Built an internal project/media tracking system with a searchable image library in PHP resulting in 100% on-time delivery of technical illustrations

Work Passions

- Design Thinking
- AI Integration
- Design Systems
- Solving complex UI problems
- Product Design
- Branding

Studied Art and Design

- UC Santa Cruz Extension
- UC Berkeley Extension
- Canada College
- College of San Mateo
- [interaction-design.org](https://www.interaction-design.org)
- [coursera.org](https://www.coursera.org)