

PROFILE

EDUCATION

UX Berkeley Extension

San Francisco, CA - Jan 2019 - August 2019

User Experience Design Program

San Francisco State University

San Francisco, CA - 2010 - 2012

Bachelor of Science (BS), Business Marketing

SKILLS

Tools: Adobe Creative Suite • Figma • Sketch • Principle • Adobe XD • Invision • Zeplin

Other: HTML/CSS • Branding • Digital Marketing • Business Development & Strategy • Sales Development & Negotiation

Design: User Interface & Interaction • Web Design • Discovery Artifacts • Customer Journey Mapping • Wireframing • Storyboarding • User Flows • Low to High Fidelity Mockups • Visual Design

Research: User Interviews & Research • Contextual Inquiries • Usability Testing • Competitive Analysis • A/B Testing • Affinity Diagrams • Design Sprints

WORK EXPERIENCE

TELESTREAM

Senior Product Designer

Oct 2023 - Present • Remote

- Joined as one of the first designers at a company with no design function; built the design practice from the ground up and helped grow the team to 7 designers.
- Created Telestream's first design system, driving the redesign of 9 applications across the product suite.
- Led design for 4 products from concept to market launch across broadcast monitoring and media workflow tooling
- Established the company's first research and feedback loop — usability testing, a direct customer channel, and SUS/task-success metrics that quantified design impact.

ITRADENETWORK

UX/UI Designer

Jan 2020 - Sept 2023 • Dublin, CA

- Lead UX/UI designer on multiple high-impact projects to help innovate new solutions and enhance current applications.
- Contributed to the development of an enterprise-grade design system, ensuring consistent user experiences across diverse product offerings.
- Redesigned multiple legacy applications and achieved notable increases in system usability scores.
- Collaborated with cross-functional teams to translate market and user insights into problem discovery, solution ideation, and actionable design recommendations.

EVERFI

Enterprise Customer Success Manager

Jul 2016 - Jan 2019 • Walnut Creek, CA

- Managed portfolio of 80-100 accounts of enterprise & strategic customers; total ACV of \$1.4 million
- Worked with cross-functional teams to develop opportunities and solutions to meet the needs of partners
- Renewed customer contracts to protect existing revenue streams and qualified opportunities for revenue growth.
- Identified potential issues and risks early in the implementation cycle and develop backup strategies and contingency plans for resolution.