

## SENIOR PRODUCT DESIGNER

A driven and proactive Senior Product Designer with 10+ years of experience specializing in UX/UI and interaction design, passionate about using analytics and insights for design decisions. Strengths include leading discovery, comprehensive user research, and advancing cross-functional collaboration. Achieved user engagement improvements for Cisco's products and developed Keap's design system. Known for coaching and mentoring, an upbeat demeanor, and a dedication to personal and professional growth.

### KEY SKILLS

User Experience (UX), User Interface (UI), Figma, Mobile Design, Prototyping, User Research, Agile and Kanban Practices, HTML5, CSS, Interaction Design, Data Analysis, Usability, User Flows, Information Architecture, Leadership, Communication

### PROFESSIONAL EXPERIENCE

#### SENIOR PRODUCT DESIGNER | Cisco Systems, Inc.

Jun 2022 – Present

- Led the design, from conception to execution, for Network Detection and Response (NDR) and threat-hunting solutions, enhancing user experience across 3 distinct cybersecurity products.
- Drove the pivot of a high-risk project lacking data support by designing and executing a data-driven research strategy, conducting 30+ user interviews, and gathering 1,000s of insights across 4 stages.
- Guided end-to-end design solutions for a security product, emphasizing user-centric redesign and clear metrics.
- Integrated a complex product into a new platform, coordinating with stakeholders and cross-functional teams, and led assumption audits and focused product discovery, culminating in user-tested prototypes.
- Managed integration with complementary tools, focusing on user data, insights, and advanced search capabilities.
- Orchestrated workshops and brainstorming sessions, enhancing team collaboration and stakeholder engagement through effective communication and creative thinking.
- Leveraged qualitative and quantitative data from various studies to inform design strategies, ensuring decisions were grounded in user feedback and analytical findings.
- Provided mentorship to three designers, fostering professional growth by sharing knowledge, facilitating project involvement, and encouraging a collaborative team environment.

#### PRODUCT DESIGNER II | Keap

Aug 2021 – Apr 2022

- Developed automation tools to optimize small business operations, focusing on improving lead conversion and streamlining sales processes in collaboration with a multidisciplinary team.
  - Implemented a user research framework, including interviews and persona development, to deeply understand user needs and map the user journey.
  - Crafted detailed information architecture, ensuring intuitive user workflows and coherent feature documentation for enhanced user navigation.
  - Defined and refined the design system for a new suite of products, establishing scalability in the design approach.
  - Applied user-centered design principles to develop accessible wireframes and prototypes.
  - Utilized data analysis tools to dissect user behavior, employing a systematic approach to combine insights on Miro for strategic planning.
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- Adopted agile methodologies, prioritizing product enhancements based on user feedback and business objectives for streamlined development cycles.

**DESIGN LEAD & PRODUCT DESIGNER | University of Phoenix****Aug 2018 – Aug 2021**

- Provided leadership focused on product excellence, coordinating team activities towards strategic goals to enhance stakeholder engagement and propel the team's vision forward.
- Spearheaded product discovery initiatives, employing strategic frameworks and collaborative tools to refine the team's design and discovery processes.
- Ensured high product design and usability standards, leading customer interviews to gather crucial insights for informed product development.
- Navigated an Agile environment, working with cross-functional teams to address user challenges through coordinated efforts and shared objectives.

**LEAD WEB DESIGNER | Waypoint Creative, LLC****Sep 2017 – May 2018**

- Directed design projects from concept to launch, specializing in creating responsive, visually engaging websites that effectively communicated client brands.
- Facilitated brainstorming workshops for initial project ideas, promoting a teamwork-driven space for developing creative concepts and outlining brand strategies.
- Designed and implemented websites focusing on modern aesthetics and responsiveness, ensuring optimal UX across devices.

**PRINCIPAL UX/UI DESIGNER | Noble Creative, LLC****Oct 2013 – Sep 2017**

- Oversaw design projects for a diverse client base, establishing brand identities and creating digital assets that enhanced user engagement and brand perception.
- Managed the design process for web and mobile applications, ensuring user-centric principles guided visual and interactive elements for compelling and memorable digital experiences.
- Provided front-end development and maintenance to various environments, applying a sharp eye for design to enhance website and app functionality and user satisfaction.

**EDUCATION****Bachelor of Business Administration (BBA) in Business Management | Northern Arizona University****CERTIFICATIONS****Certificate in User Experience | Nielsen Norman Group****TECHNOLOGIES**

Figma, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams), SharePoint, Adobe Creative Suite, Adobe Sign, DocuSign, Zoom, Webex, Miro, Fullstory, Amplitude, HTML5, CSS3, Jira, Github, Sketch, UXPin

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