

PROFILE

I turn complex software into products people can actually use. From transforming legacy enterprise platforms to building new products and leading distributed design teams, my work focuses on simplifying complexity, improving customer experiences, and establishing foundations that help businesses move forward. I combine hands-on UX/UI with design leadership, product strategy, AI-assisted workflows, and experience across branding, websites, and digital marketing.

EXPERTISE

Enterprise SaaS · UX/UI Strategy · Information Architecture · Design Systems · Product Strategy · Team Leadership & Mentorship · Usability Testing · Product Analytics · Web/PWA & Mobile · Figma · AI-Assisted Workflows · Brand & Digital Marketing

EXPERIENCE

SEGISTICS | Head of Product Design

Remote · 2023–Present

- Designed auction software that consistently earned praise for its simplicity and usability compared with established legacy competitors.
- Helped transform an evolving collection of startup concepts into a cohesive white-label auction platform, simplifying complex workflows for administrators and consumers.
- Established scalable information architecture and reusable design patterns to support different auction formats, customer configurations, user roles, and AI-accelerated development.
- Extended design leadership beyond the product, owning branding, marketing websites, SEO, paid search, and digital marketing.

BUXTON | Product Design Manager

Remote · 2020–2023

- Helped transform Buxton's complex analytics capabilities into four more approachable products, making sophisticated location intelligence and predictive insights accessible to a broader range of users.
- Simplified experiences that previously required significant assistance from internal specialists. Following launch, unusually quiet customer support activity became an unexpected measure of success.
- Built and led a four-person design team, introducing usability testing, reusable design standards, and collaborative processes that improved consistency across products.
- Worked with company leadership, product, and engineering to shape product direction and establish scalable design foundations.

ENVIANCE | Senior UX/UI Designer

Remote · 2014–2020

- Used usability testing, customer feedback, and product analytics to drive improvements that helped reduce customer support tickets, unnecessary development work, and demands on product management.
- Modernized complex environmental, health, and safety workflows across a fragmented portfolio of enterprise applications, working with four product managers as the sole designer.
- Designed Portal, a configurable workspace connecting previously separate product experiences through dashboards, forms, tasks, and role-based access.
- Established reusable components and consistent UX standards across applications built on different technologies, reducing complexity for users and development teams.

INDEPENDENT PRODUCT DESIGNER | Contract & Consulting

Remote

- Led UX/UI design, usability testing, and project coordination for enterprise and consumer engagements lasting three months to three years.
- **Clients:** SpotHero, General Electric, Sony Pictures, Warner Bros., Remedy Interactive, Adknowledge, Jasper Wireless, Petco, DataStax, and Scentsa.

EDUCATION

Art Institute of San Diego
University of Missouri–Kansas City

Associate of Interactive Design
Interactive Media Studies