

Overview:

Mentoring designers and researchers, building creative teams and practices, and nurturing a design-centered culture. Over seven years experience in product design and research working with startups, agencies, and enterprise teams to help them find thoughtful solutions for complex problems.

Experience:

IBM Public Cloud

Research Team Lead for Cloud Platform • July 2017 – Present

- Designed, implemented, and facilitated studies that connected cross-disciplinary teams to user insights
- Modeled inclusive research practices to help align design, development, and offering management roadmaps
- Mentored researchers new to industry on product design strategies, project scoping, and presentation skills
- Helped drive design and development decisions with data to recommend strategic direction for product vision
- Co-coordinated increased sponsor user engagement with companies such as Whirlpool and Kaiser Permanente

Design Lead for Cloud Support and Documentation • November 2015 – July 2017

- Mentored product designers on how to map customer experience and touch points design could impact
- Coordinated efforts to merge support and documentation experiences across IBM PaaS and IaaS
- Planned and facilitated research into the customer experience for learning, troubleshooting, and getting help

Idean • Interaction Designer • April 2014 – November 2015

- Facilitated discovery strategy for companies such as AT&T, Symantec, Alcatel-Lucent, and Silicon Labs
- Managed strategic adjustments to UX strategy and project deliverables for up to three simultaneous projects

Klink • UX Designer • January 2014 – April 2015

- Refined Beta experience for nearly 200,000 users to prepare for wider release in Asia
- Analyzed research from over 200 users to develop competitive analysis and use cases

BestFit Mobile • UX Designer • August 2013 – December 2013

- Developed discovery strategy for over 10 local startups
- Mentored designers and product managers on UX best practices in Agile environments

Mozido • UX Designer • March 2013 – July 2013

- Gathered and analyzed data from over 200 participants for emerging trends in mobile payments
- Helped facilitate organizational change to Agile development practices with UX design

Golfsmith • Web and Graphic Designer • January 2013 – March 2013

- Designed graphics and maintained content for the company's \$800M e-commerce site
- Concepted, designed and coded at least 10 emails a week for Golfsmith and Golftown

Affiniscape • Web and Graphic Designer • March 2011 – January 2013

- Consulted over 300 regional associations on content strategy, branding, and user experience
- Started 15 redesign projects per month which resulted in launching 10 sites per week

Other Professional Experiences:

- AIGA Austin Board Member 2011 – 2015
- TEDx San Antonio Speaker

Education:

- Bucknell University • BA • Anthropology
- School for International Training • MA • Int'l Education