

## OBJECTIVE

Seeking a senior level UX/UI design role. I love to own large end-to-end UX experiences that impact users allowing them to work more efficiently, to provide user-centered strategic concepts and tactical execution for digital products, internal tools, and enterprise systems. I also love working in teams that work to deliver the best solutions.

## EXPERIENCE

**Yahoo!** Jun 2016 - Feb 2023

*Senior UX/UI Designer*

### Ad Platforms

Analytics/Reporting: Responsible for the end-to-end UX/UI redesign of Reporting, an analytics product for the Yahoo Demand Side Platform (DSP) and Supply Side Platform (SSP) advertisers and publishers to view activity/data for ad delivery, impressions, clicks, bids and video performance. This redesign was to reduce friction and clicks. This effort included UX Research by user-testing redesign concepts all the way to final high fidelity comps.

The result was an increase of 470% users after adoption by DSP with a new UX/UI that simplified the experience and reduced redundant filters and made it easier to create, edit and view reports. Included in the redesign was a quick fast way to create dashboards.

### Video Syndication

Responsible for the end-to-end product feature experiences for all concept development, adhering to business requirements, for the video enterprise platform for uploading videos, setting RSS feeds, metadata entry, material component creation. Created user workflow designs with wireframes, paper sketches, and user research.

Designed a self-service creation tool called App Studio, which enabled content publishers to create OTT and mobile apps for platforms such as Apple TV, Roku, iOS, Android (mobile and TV), and responsive web/desktop-based video galleries. Working closely with product managers and over 10 engineers from various technical teams, the success of App Studio allowed publishers to create over 35 Roku apps without the need for technical assistance. Over 200 apps were created. The tool was used by external and internal publishers, such as FOX Broadcasting Company, Verizon Media (In the Know) and Autoblog.

Also designed end-to-end workflows for video playlists, including static videos, dynamic queries, semantic and trending videos, for video monetization which, included video campaigns, ad campaigns, targeting rules, ad schema, ad experience, media plans, and coordinated with UI team to sync components.

**Google** Jul 2015 - Apr 2016

*Senior level UX Designer*

Responsible for creating concepts from user research, sketches, wireframes, visual design, and redlines for Google Cloud Platform (GCP) focusing on Deployment Manager, Type Registry, and Support.

**Amazon** Apr 2012 – Apr 2015

*Senior UX Designer - Kindle Content Design*

Designed end-to-end customer experiences for the Kindle Book Store for the desktop and devices such as, mobile, Eink (Paperwhite) and Fire Tablets. Projects ranged from international to domestic. Launched impactful projects including: Kindle Series Page, Kindle Matchbook and Manage Your Content & Devices, payment check-out for China and India Kindle stores and Samsung Kindle Store (Android). Provided initial concepts and preliminary wireframes for Kindle Scout and Kindle Write On.

Responsibilities included, brainstorming, sketches, conception, wireframes (Illustrator, Photoshop, Indesign, and Axure), design, responsive design, cross-departmental communication, building prototypes (using Axure) for usability testing and development interaction on product builds for launch.

**United Online-Classmates** Jan 2005 – Dec 2011

*Design Director*

As a UX design team leader, I oversaw up to 12 designers and led brainstorming sessions to drive innovative, strategic, and tactical thinking.

Responsibilities included UX and visual art direction, information architecture, wireframing, visual design feedback for online products while communicating cross-platform issues to create better user-experiences. Art direction oversight included: UX design, social marketing, email marketing, registration, SEO landing pages, checkout, onsite promotions, online advertising, e-commerce and brand consistency.

Participated in usability testing effort, strategizing and creating user-flows and created functional prototypes.

Led team designing new checkout experience resulting in transactions increasing by 23%.

Represented creative department company wide in cross-departmental work, meeting not only user-centric and brand needs, but those of product management, program management (PMO), development (front-end and back-end), marketing analysts, usability department, email management, human resources, and executive management.

**Microsoft** Jan-Dec 2004

MSN Portal & Interactive Media UX Team

*UX Designer*

Designer for MSN House & Home, Kids, Careers, Latino. Designed and developed a flash interactive promotion for the transition from ESPN to Fox Sports on MSN Sports.

#### EXPERTISE

Figma, Sketch, Invision, JIRA, Adobe CS, Axure RP, designing for HTML, CSS and large database systems and proprietary content management systems.

#### EDUCATION

Colorado State University

Ft. Collins, CO

Bachelor of Fine Arts with Concentration in Graphic Design