

## EXPERIENCE

### Rocket Central

Lead Experience Designer (Capabilities) | Jul 2022 - Aug 2023

- Led UX and strategic direction of Rocket virtual assistant and live chat experience, boosting user engagement and lead conversion rates for the mortgage application journey.
- Designed and strategized the payment system components and interaction flows for Rocket Companies. Aligned with the organization's goals and streamlined the payment processes.

Sr. Experience Designer (Enterprise) | Sep 2021 - Jul 2022

- Led UX strategy and user experience for homeowner insurance feature for Rocket Mortgage enterprise experience. Fostered design thinking and empathy in cross-functional teams.
- Designed an enterprise solution to optimize the mortgage origination pipeline with discovery research and defined product goals in partnership with product and business operation teams.

### Ticketmaster

Sr. Product Designer - Enterprise | Aug 2016 - Sep 2021

- Led UX efforts for Enterprise Marketing desktop app and Reports mobile app. Improved user adoption with intuitive design and workflows for live entertainment clients.
- Partnered with product and engineering teams to define product roadmaps and execute design directions seamlessly.

### The Home Depot

Product Designer (Contract) | Oct 2020 - Jul 2021

- Contributed to establishing a scalable design system and documentation for design components at The Home Depot.

### LiftOff LLC.

UX Designer | Mar 2014 - Aug 2016

- Led UX and visual design for multiple startup projects, including native mobile apps and responsive websites.
- Developed visual style guides, wireframes, user flows, and functional prototypes for user testing.

## SUMMARY

I'm a versatile designer passionate about research-based design, impactful experiences, and system thinking. I've led projects from ideation to launch, streamlining design processes and improving design strategies that drive product improvements.

## PROJECT SKILLS

UX & UI Design

Wireframing & Prototyping

User Research & Usability Testing

Journey Mapping

Experience Strategy

Information Architecture

## Tools

Figma

Sketch

Principle

Miro & Lucid

Zeplin

MS Office / G-Suite

After Effects

Illustrator

## Education

### General Assembly

12 Weeks User Experience Design Course

### Cal State Fullerton

Bachelor of Fine Arts, Graphic Design