

Seasoned product designer with 10+ years driving measurable impact at Fortune 500 companies. Known for creative problem-solving and empathetic design leadership across Teleco, Fintech, and Ecomm. I leverage AI-augmented workflows and data-driven methodologies to solve complex user needs at scale.

Key Achievements

- Leading complete BYOD experience redesign for Verizon Business Group, serving small business and enterprise clients with innovative AI-augmented design solutions
- Led end-to-end CX design for native apps serving 50M+ AT&T customers, improving user engagement by 35% and reducing support tickets by 28%
- Established scalable design systems at Amazon and Prudential, accelerating product development cycles by 40% across multiple teams
- Drove cross-functional innovation at Ford Automotive, implementing AI-powered dashboards that reduced reporting time by 60%
- Mentored 10+ designers across Fortune 500 organizations, fostering design excellence and strategic thinking

Experience

Verizon | Lead Product Designer

Jul 2025 - Present · 6+ mo

Lead end-to-end BYOD experience design for small business and enterprise clients. Created Scan IMEI and Auto-configuration features using AI design solutions for rapid prototyping. Collaborate with cross-functional teams to optimize user flows and deliver intuitive solutions that balance business objectives with user satisfaction. Manage stakeholder expectations while staying ahead of industry trends to ensure offerings meet evolving user needs in the B2B space.

AT&T | Senior Product Designer

Nov 2022 - Jun 2025 · 3 yrs

Led end-to-end CX for successful native apps serving 50M+ customers, from research and wire framing to prototyping and implementation. Increased user engagement by 35% and reduced customer support tickets by 28% through data-informed design decisions.

Amazon | Senior Product Designer

May 2022 - Oct 2022 · 6 mos

Developed user-centered design solutions for AWS budgeting, leveraging research, personas, and user journeys to enhance the experience. Collaborated with engineers to streamline workflows, resulting in 22% increase in feature adoption.

Prudential | Sr. UX/UI Designer

May 2021 - Apr 2022 · 1 yr

Redefined the vision for PruXpress (44.2B business), leading workshops, prototyping, and aligning stakeholders. Introduced UX methodologies, improving decision-making speed and efficiency. Established our design system serving 8+ product teams, reducing design-to-development hand-off time by 40%.

Education

School of Visual Arts | NYC

2015-2018

BFA - Design

Pratt Institute | NYC

2013 - 2015

AOS - Graphic Design

Certificate

General Assembly

2017 - 2018

Certificate for students who completed the 101 UX Research course

Volunteering

Food Not Bombs

2024 - Present

Feed warm vegan meals and local produce to families in need.

Mask Bloc

2023 - Present

Providing masks, COVID-19 tests and other equipment to the community for free.

Experience Cont.

Ford Automotive | User Experience Lead

Aug 2020 - Apr 2021 · 9 mos

Redesigned the Telematics dashboard to improve reporting, live monitoring, and health insights, audited, and advanced the Information architecture for diverse user needs. Implemented predictive analytics features that reduced reporting time by 60%. Collaborated with technical teams to drive innovation, resulting in 45% improvement in user task completion.

LG Electronics | Sr. UX/UI Designer

May 2019 - Apr 2020 · 1 yr

Executed mobile-centered UX/UI design solutions for the CXOBS team using data-driven studies and industry best practices. Fully implemented projects within marketing that nurtured redesigns for the consumer site, optimizing the entire path to purchase, registration, and customer retention flows, resulting in 38% improvement in conversion rates.

Verizon | UX & Visual Design Lead

May 2016 - Apr 2019 · 3 yrs

Created product design and strategy for a wide range of digital Human Resources products serving enterprise and consumer markets. Led full design thinking process from user research and ideation through prototyping, implementation, and QA, improving employee satisfaction scores by 42%.

DotcomWeavers | UX & Visual Design Lead

May 2014 - Apr 2016 · 2 yrs

Attended pitch meetings to evangelize user experience design and secure client buy-in for UX work, resulting in 65% increase in UX project adoption. Restructured the agency's knowledge base to include mobile design standards, more comprehensive and user-centered data collection tools and templates. Worked with client stakeholders to define business goals and user needs, then matched them with appropriate formative and evaluative research methods.

Marvel | Digital Comics Intern

Jan 2014 - Apr 2014 · 4 mo

Collaborated with illustrators and graphic designers to produce two comic books for print - "A Year of Marvel: The Uncanny Vol. 1" & "Deadpool: Too Soon? #5". Designed book cover variants for the comic book "Avengers Disassembled: Iron Man". Gained hands-on experience in high-volume creative production environment, working with established visual design principles and collaborating with cross-functional creative teams to meet tight publication deadlines.

Skills & Languages

Core Skills

User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Affinity Diagrams · Wireframing · Prototyping · Visual Design · Interaction Design · Information Architecture · Design Systems · Quantitative Research Methods · Accessibility Standards · Workshops & Facilitation · Cross-Functional Collaboration · Team Lead · Mentorship · Strategic Design Vision · Data-Driven Decision Making

Design Tools

Figma · Sketch · Miro · Adobe Creative Suite · Principle · InVision · Zeplin · Hotjar · FigJam · Optimal Workshop · Storybook · Framer · ProtoPie · Abstract · Zeroheight

Research & Testing

User research · Usability testing · Affinity Diagram · User flows · Journey mapping · A/B testing · Maze · UserTesting · Attention Insight · Microsoft Clarity · WAVE · Stark (accessibility)

Data & Analytics

Google Analytics 4 · Amplitude · Mixpanel · Tableau · Looker · SQL basics · Heatmap analysis

AI-Augmented Design

Figma AI (Make Designs) · Magic Patterns · Galileo AI · Uizard · Claude (Artifacts) · ChatGPT · Gemini · Midjourney · DALL-E · Stable Diffusion · AI-powered user research synthesis

Development & Collaboration

HTML/CSS · React basics · GitHub · GitLab · Jira · Confluence · Notion · ProductBoard · Dovetail · Survey Monkey

Methodologies

Design Systems · Design Tokens · Component Libraries · Agile/Scrum · Lean UX · Design Thinking · Accessibility Standards (WCAG 2.1/2.2 AA) · Inclusive Design · Cross-functional Collaboration