

## Professional Experience

### Radical Design Co. LLC

Design Lead  
November 2019 - Present

- Drove the UX research & design for one of the largest utility companies in the Southeast by designing & innovating their economic development tools for increased engagement for over 1000+ daily users.
- Strategized conceptual designs for customer needs across various business sectors for Texas Health resulting in patient satisfaction increasing by 22%.
- Spearheaded the research and strategy initiatives across several high-profile clients.

### Y Media Labs

Senior Designer  
January 2019 - November 2019

- Coordinated key projects with State Farm by focusing on bringing Service Design to the forefront of several offerings including the State Farm app, Becky AI, & Photo Capture Assistant.
- Led the design and strategy for the HCA Healthcare mobile app by understanding the future of nurse career path engagement and education that converted 85% in user engagement.
- Built relationships with key clients such as Spirit Airlines, State Farm, HCA Healthcare, and Gamestop.

### Rightpoint Consulting, LLC

Design & Strategy Lead  
November 2017 - December 2018

- Launched the Mitsubishi Roadside Assist+ app from conceptualizing solutions, scoping deliverables, and leading the creative team resulting to being named a 2020 Future Digital Award winner.
- Headed the redesign for RoundPoint Mortgage by performing a deep discovery of user requirements and building a template design system resulting in an increased 54% customer interaction volume.
- Scoped the design needs with clients for Mitsubishi, RoundPoint, Republic Metals, and Lexis Nexis.

### Fjord, Design & Innovation from Accenture

Senior Interaction Designer  
March 2015 - November 2017

- Launched the FPL mobile application to help customers with self-services in their everyday utility needs, gaining a 5-star rating across the Apple and Google app stores.
- Organized the UX research and strategy for Celebrity Cruises in re-imagining their business practices to increase customer volume and engagement across multiple touch points.
- Collaborated with clients such as Coca Cola, Celebrity Cruises, AutoNation, IHG, and T-Mobile.

### IBM

User Experience Designer  
July 2013 - March 2015

- Coordinated with a team of developers in an agile environment on a bi-weekly basis by improving interactive experiences and flows for the Predictive Analytics tool amongst 5 world-wide departments.
- Performed over 40 hours of in-depth user research through stakeholder interviews, shadowing, and task analysis for the large server cloud software platform of IBM Cloud.

## Education

### Master of Science in Human-Computer Interaction

May 2013 | Georgia Institute of Technology | Atlanta, GA

### Bachelor of Science in Computational Media

Dec 2010 | Georgia Institute of Technology | Atlanta, GA

## Skills

### Tools

- Adobe Creative Suite
- Figma
- Sketch
- Miro
- Whimsical
- Rapid Prototyping
- Invision
- UserZoom
- Flinto
- Keynote
- Microsoft Office
- AEM Design System
- iOS / Material Design System

### Soft

- Design Leadership
- Service Design
- User Research
- Product & Business Strategy
- Collaborative Workshops
- Blueprints & Journeys
- Personas and Mindsets
- Usability Testing
- Communication & Presentation
- Mentorship

## Accomplishments

2017 Mercedes Benz Digital Challenge Finalist

2017 MARTA Hackathon 2nd Place Winner

2014 Confidential Route Monitoring Patent

2013 Tree map Mobile Manipulation Patent

2013 Exposing Fragment Identifiers Patent