

Skills

Design

User research
System mapping
User journey mapping
Collaborative design
Rapid prototyping
Design critique
Concept and usability testing
UI design
Copywriting
User-driven storytelling
Cross-functional collaboration
Stakeholder alignment
Leadership and mentorship

Tools

Figma
FigJam
Magic Path
Framer
Cursor
Claude
ChatGPT
Midjourney

Other

Market research
Product strategy
Marketing strategy

Education

Texas Tech University / 2007

BA in advertising, minor in philosophy

Experience

Shopify / June 2021 - October 2025

Staff product designer

- Led design on many complex, cross-team projects for Shopify shipping and fulfillment
- Integrated AI into my workflow across ideation, rapid code prototyping and storytelling
- Designed a scalable, AI-enabled future vision of Shopify shipping and fulfillment
- Led design on usability improvements and AI integration into Shopify's order printer app
- Collaborated on a major redesign of Shopify shipping settings
- Used Cursor and Claude Code to ship front-end improvements into production code

Senior product designer → UX Manager

- Led collaborative, cross-team design of a net-new marketing automation tool
- Owned end-to-end responsive web and app designs
- Conducted market and user research to prioritize the most useful automations for merchants
- Developed a cross-functional collaborative design process to streamline development of new automation templates
- Managed and mentored a team of designers, helped them set and achieve ambitious goals

RigUp / January 2019 - May 2021

Senior product designer

- Led redesign of worker onboarding and profiles for the job marketplace product
- Led cross-functional team and developed a vision for the core client-facing product
- Owned end-to-end responsive web and app designs

Deloitte Digital / Texas by Texas app / July 2018 - January 2019

Senior UX designer

- Collaborated on design of a user-friendly government services app for the state of Texas
- Led user research and user testing

Loom Labs / June 2016 - July 2018

Product design lead

- Led end-to-end UX and UI design on 0-1 launch of freelance marketplace app
- Led market and user research; concept and usability testing
- Established a culture of rapid, iterative and collaborative cross-functional design

MantoothUX Consulting / January 2015 - June 2016

UX designer

- Led and collaborated on research, feature concepting, UX and UI design for various projects
- Clients included: Finish Line, Facebook, Twitter, Localeur, Memery

Deutsch / CP+B / McGarrah Jessee / June 2008 - April 2015

Account manager → Account supervisor

- Managed teams and client relationships to deliver innovative creative campaigns
- Collaborated creative teams and agency stakeholders to develop and execute strategy-driven, cross-channel creative campaigns