

## Profile

As a seasoned UX professional with a Master of Science in Human-Computer Interaction from the Georgia Institute of Technology, I bring extensive expertise in user-centered design, research, and creative conceiving. My commitment is to craft workable and inclusive technology solutions that prioritize user needs while strategically aligning with business goals.

## Professional Experience

### EY // ASSISTANT DIRECTOR/UX DESIGN LEAD // MARCH 2021–PRESENT

- Lead the user experience design for EY's internal digital applications and services.
  - Shape user research, analyze data, and create service blueprints to inform design decisions, enhancing the overall user experience.
  - Collaborate with cross-functional teams including product managers, developers, and business stakeholders to define requirements and prioritize features for development.
  - Utilize design thinking methodologies to create and present design proposals to stakeholders, explaining the user-centered design approach and outlining the value proposition for proposed solutions.
  - Manage stakeholder and leadership relationships, maintaining effective communication throughout the design process to ensure alignment on project goals, organizational objectives, and timelines.
  - Provide mentorship and guidance on design best practices and professional development to junior designers and EY colleagues interested in shifting career into the UX field.
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### NCR // USER EXPERIENCE DESIGNER // JULY 2020–MARCH 2021

- Led the Self-Checkout research and design efforts in the retail line of business, conducting user research and testing to improve the overall customer experience.
  - Collaborated with cross-functional teams to define requirements and prioritize features for development, ensuring alignment with business goals and user needs.
  - Designed and partnered with UXR to test user interfaces for Self-Checkout kiosks, mobile applications, and other digital products.
  - Created and presented design proposals to management and other stakeholders, outlining the user-centered design approach and value proposition for proposed solutions.
  - Managed stakeholder expectations and maintained effective communication throughout the design process, ensuring alignment on project goals and timelines.
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### PURSUANT HEALTH // DIRECTOR OF USER EXPERIENCE // JULY 2013–DECEMBER 2019

- Applied strategic thinking, creative conceiving, and engaging design techniques to construct user-centered designs across an array of engagement channels.
- Employed a strong focus on inclusive design methods at the forefront.
- Utilized comprehensive evaluation methods emphasizing user journeys, behavior patterns, task analyses, and contextual inquiries in the retail environment.

## Education

- Georgia Institute of Technology // Master of Science in Human-Computer Interaction, 2020 // GPA 3.9
- The Art Institute of Atlanta // Bachelor of Fine Arts in Graphic Design, Magna Cum Laude, 2012 // GPA 3.8