

Summary

Experienced UX/UI Designer with nearly ten years of creating intuitive, inclusive, and data-driven digital experiences for leading companies like PNC Bank, JPMorgan Chase, and McGraw-Hill Education. Skilled in transforming complex business needs into elegant, user-focused designs that improve usability, accessibility, and customer engagement. Proficient with tools such as Figma, FigJam, Adobe Creative Cloud, HTML/CSS, and accessibility standards (A11y, WCAG) to develop scalable design systems and prototypes. Knowledgeable in user research, design thinking, information architecture, and usability testing, with a strong track record of collaborating across business, technical, and research teams to align strategies with user needs. Holds formal training in Human-Computer Interaction (MIT) and Graphic Design, along with a disciplined analytical mindset gained from U.S. Army Intelligence training.

Professional Experience

Experience Designer | PNC Bank, Columbus, OH

Mar 2025 – Present

- I work closely with business analysts, business sponsors, project managers, and IT teams to obtain and understand business requirements.
- I create user interface design specifications by applying client research, design standards, and industry best practices, considering strategic business objectives, user needs, and system constraints.
- I participate in design review sessions with project teams, acquiring consensus and getting approvals on designs and documentation.
- I execute business acceptance test cases and testing.
- I work with the project managers to ensure that usability deliverables accommodate project timelines, budgets, technical constraints, and scope constraints.
- I contribute to the development, maintenance, and continuous improvement of efficient and effective usability methodologies/processes, documentation, workflows, ROI, metrics, and design standards.
- I act as a user experience advocate regarding principles of user experience and user-centered design.

Senior UX/UI Designer | JPMorgan Chase, Columbus, OH

Dec 2017 – Aug 2024

- Facilitated design thinking exercises in FigJam for stakeholders and engineering teams to plan and strategize at the beginning of the development cycle and again during sprint planning, enhancing collaboration, optimizing internal workflows, and achieving alignment between teams on the product roadmap
- Collaborated closely with UX research throughout both generative and evaluative studies, creating visual artifacts to enhance presentation clarity, improve communication with stakeholders, facilitate the iterative incorporation of user feedback, and foster a more user-centered design practice
- By pioneering the practice of usability testing with Figma prototyping, I significantly enhanced our product's UX practices. This approach ensured that we designed the right features intuitively, improving the overall user experience.
- Incorporated data-driven design practices, such as surveys and analytics, to identify user needs, define information architecture, improve navigation, assess customer satisfaction, and reveal internal product opportunities.

- Collaborating with the original author, I created documentation in Figma that adhered to the Greenlines System for Accessible User Experience. This effort and mentoring other designers were crucial in ensuring our internal product interfaces were A11y-compliant. I also designed an accessible email template to inform users about new features with each release and to encourage communication for feedback.

Designer | McGraw-Hill Education, Columbus, OH

Jan 2017 – Dec 2017

- Created a style guide and developed reusable HTML and CSS components that simplified implementation and ensured consistency across print and digital platforms, optimized design workflows, and reduced complexity, allowing five junior designers to manage tasks that were previously assigned to one senior designer
- Developed an interactive prototype and facilitated user testing sessions with teachers to gather feedback on a new and innovative math product, leading to a product that aligns teachers' goals with national educational standards.
- I was part of a task force assembled by leadership to accelerate the redesign and clarify a product's value proposition. This enabled our sales team to effectively engage with education boards nationwide.

UX/UI Designer | DESIGNATION, Chicago, IL

Apr 2016 – Nov 2016

- As a UX/UI Designer at DESIGNATION, I provided strategic design consultations to two startups in Chicago. I provided research-based recommendations for short-term, medium-term, and long-term strategies to create user value.
- Conducted one-on-one interviews with users for generative and evaluative research, synthesized data through affinity mapping, created wireframes and high-fidelity prototypes, and performed usability testing. Presented artifacts to stakeholders, including journey maps, task flows, SWOT analysis, style guides, and documented UI mockups.

Education

Graphic Design | The Art Institute of Fort Lauderdale, Fort Lauderdale, FL

Oct 2011

Associate's Degree

Art History | Universidad de Puerto Rico, Río Piedras, PR

Jun 2008

Bachelor's Degree

Intelligence Analyst (96B) | US Army, Fort Huachuca, AZ

Nov 2004

Specialized Training

Certifications

Human-Computer Interaction (HCI) for UX Design | MIT

May 2024

UX/UI Design Bootcamp | DESIGNATION

Nov 2016