

My design career over the past 12 years has allowed me to impact millions of lives across cultures, continents, markets, and businesses leading design processes in a wide variety of cross-disciplinary teams.

EXPERIENCE



Lead Product Designer

EFEKTA Education Ltd. | London, UK | Nov 2024 - current

Currently heads-down on designing an entire learning platform enabling the language education for millions more students globally in both digital and in-classroom hybrid experiences.

Lead Product Designer

EF EdTech | London, UK | May 2019 - Nov 2024

Established a design-led cross-functional process & organizational relationship with business stakeholders putting our students first to define & align business goals.



Lead Product Designer

EF Learning Labs | Shanghai, China | Aug 2018 - May 2019

Responsible for the entire user journey & design of our core digital education experiences, focused on a balance between a core design system and individual product expression.

Sr. UX/Interaction Designer

EF Learning Labs | Shanghai, China | May 2016 - Aug 2018

Pioneered an experience-led, data-reactive marketing model.



UX Designer & International team manager

Rain Agency | Managua, Nicaragua | Sept 2014 - Sept 2015

Managed & collaborated directly with the tech team in a new market.



UX Designer

Rain Agency | American Fork, Utah | Feb 2013 - Sept 2014

Turned ideas into solutions for companies, brands & teams large and small.

EDUCATION



M.Sc. Cognitive Systems & Interactive Media

Universitat Pompeu Fabra | Barcelona, Spain | May 2016

Interactive technology research involving VR applications for treatments of post-stroke aphasia.



B.Sc. Cognitive Science, Human Computer Interaction

University of California, San Diego | June 2012

TOOLS, SKILLS & BUZZWORDS

UX Design & Research

Usability testing
Competitive analysis
Stats & analytics
Personas
Ethnographic field studies
Whiteboarding
Running workshops
Empathy mapping
Storyboarding
Information architecture
Accessibility

IxD, UI & Prototyping

Figma
Sketch
InVision
Framer
Axure
Front-end code[pen]
Photoshop
Illustrator
After effects
Lottie
Design systems

Code

HTML
CSS
JS