



Patent-holding UX strategist and product design leader with 10+ years of experience across startups and global orgs. I architect intuitive systems, scalable design frameworks, and accessible, inclusive experiences that resonate. Whether overhauling design systems, crafting elegant flows, or aligning with product teams, I lead with curiosity, strategy, and care. Creative problem solver, bridge-builder, and relentless advocate for users and clean, modular design.

CORE COMPETENCIES

- UX Strategy
- Product Strategy
- Creative Strategy
- End-to-End Product Design
- Design Operations
- UX Writing
- Accessibility (Education, Testing, Training, Implementation)
- Design System Development & Governance
- User Research (Interviews, Usability Testing, A/B Testing)
- Storytelling & Content Architecture

TOOLS & SOFTWARE

- Figma/Figjam
- Sketch
- Axure RP
- Balsamiq
- UserTesting.com/UserZoom
- Jira
- Miro
- Optimizely
- Pendo
- Adobe Creative Suite
- Omnigraffle
- Dovetail
- Looker
- Screenreaders (VoiceOver, NVDA, TalkBack, JAWS)
- UnitQ

PROFESSIONAL EXPERIENCE

Senior UX Designer/Strategist | Empyrean

Jan 2024 - Present

Senior UX designer and strategist at benefits administration service, Empyrean, leading design systems, design operations, UX writing, and accessibility practices.

- Spearheaded the creation of Empyrean's Stratus Design System from the ground up, powering all web and mobile platforms across product lines with 100+ components, including variations
- Owned and operationalized accessibility strategy across all Empyrean products and marketing surfaces, conducting audits and compliance testing to meet WCAG 2.2 AA+ standards
- Built and maintained Empyrean's mobile demo experience, used in pre-sales and stakeholder presentations to showcase platform capability and product vision
- Established the company's first UX writing practice, clarifying complex benefits data and improving comprehension across key flows
- Developed and led org-wide accessibility education initiatives, aligning product, engineering, and QA teams around inclusive design principles
- Provided UX strategy and design support across the entire product suite, from health benefits platforms to internal admin tools

Lead UX Strategist and Researcher | Plex

April 2022 - July 2023

Lead UX strategist and researcher at streaming service and personal media server host, Plex, captaining major growth and innovation efforts.

- Owned UX strategy across four core product teams, Streaming Content, Personal Media, Playback, and Discover, supporting AVOD, TVOD, FAST, and personal media services across mobile, web, and connected TV platforms
- Led 40+ user research studies, blending qualitative and quantitative methods to inform and evolve Plex's cross-platform experience architecture
- Designed and optimized 40+ new and existing features, increasing user engagement and minutes watched by 20-30% across FAST and AVOD services
- Founded and chaired Plex's Accessibility Guild, developing an overhaul roadmap and leading workshops on universal design and inclusive development practices
- Championed accessibility as a product imperative, integrating inclusive design thinking into team workflows and long-term strategy

Senior UX Producer | Fifth Third Bank

December 2021 - April 2022

Promoted to lead design operations and strategy for the Digital Product Design (DPD) team at one of the nation's top relationship banks.

- Developed forecasting documentation for design resourcing, giving teams clearer visibility into workload and reducing meeting overload for individual contributors
- Led design strategy and operational scaling across DPD, aligning UX priorities with product and engineering rhythms
- Built the "Designer Toolbox", a centralized system of 20+ templates and process docs to increase speed, clarity, and design consistency across teams

EDUCATION

B.A. Computer Science and Human-Centered Design |

Xavier University

August 2013 - May 2017

- TA in ballroom
- Operated 3D printing center
- Assisted with CNC/3D printing maintenance and design

VOLUNTEER WORK

Mentor, Judge, Speaker | INTERalliance of Greater Cincinnati

July 2016 - Present

- Return speaker at IT Intern Summit
- Return speaker at TechOlympics
- Return speaker and judge during IT Summer Camps

Speaker | WITCON Cincinnati

August 2022 - Present

- Return speaker as an expert perspective on user experience, UX strategy, and design thinking

Volunteer | Crayons To Computers

August 2014 - Present

- Worked in collaboration multiple times to help create classroom activities from excess donation materials to sell in the C2C store

- Designed and implemented intake workflows and design process guidelines to streamline cross-functional collaboration
- Led both the Accessibility Guild and Product Design Community of Practice, fostering org-wide education and best practices

Senior Digital Product Designer - November 2020 - December 2021

Principal designer for enterprise tools, leading initiatives that shaped the bank's design system and accessibility practices.

- Designed a patented internal tool for enterprise bankers, increasing call efficiency by 15% and improving customer data workflows
- Launched and led the Accessibility Guild, delivering 20+ educational workshops and elevating accessibility as a design pillar across teams
- Created 5 foundational design system components and token sets, ensuring visual consistency and full WCAG compliance
- Owned accessibility across product lines spanning Enterprise, Commercial, and Consumer, bringing inclusive design standards to scale

UX Designer | Deloitte

January 2019 - November 2020

UX/UI design lead for California's Department of Public Health (CDPH), driving digital transformation across over a dozen statewide programs, including the Genetic Disease Screening Program (GDSP) and COVID-19 response teams.

- Converted 4+ paper-only government systems to modern, accessible digital platforms, reducing processing time by 6–8 weeks per system and increasing efficiency by 30–40%
- Designed and maintained UX/UI across 10+ government health applications, incorporating responsive design and WCAG-compliant accessibility from the ground up
- Translated and published COVID-19 guidance materials in both English and Spanish, enabling faster statewide rollout and multilingual access during the pandemic
- Co-created and led Deloitte's UX/UI Community of Practice (CoP), developing and facilitating 30+ workshops on user experience, inclusive design, and design thinking for 300+ participants
- Acted as UX ambassador between client teams and Deloitte's delivery arm, aligning product vision across PMs, engineers, and public health stakeholders

Front End Designer | Elsevier

June 2017 - January 2019

Dual-role UX/UI designer and front-end engineer for Engineering Village (EV), Elsevier's flagship engineering research database.

- Overhauled accessibility across EV from both UX and engineering perspectives, achieving WCAG 2.0 AA compliance and positioning EV as one of Elsevier's most accessible platforms
- Led qualitative, moderated usability testing for new features and accessibility improvements, informing iterative design changes based on user behavior and feedback
- Designed 120+ high-fidelity mockups and all A/B testing variants, resulting in measurable increases in user interaction across key features (visible in MAUs and NPS tracking)
- Partnered with international dev teams to prototype, test, and deploy features, ensuring consistent design execution across mobile, desktop, and academic research tools

PERSONAL/EDUCATIONAL PROJECTS

Transfer Student User Interviews | Xavier University

June 2021 - July 2021

Project for Xavier University to better understand transfer students' experiences in order to improve the general Xavier experience for transfer students as well as improve the transfer student curriculum in relation to the student's prior course coursework. Top solutions are currently being implemented

- Created script and led interviews with 5+ current and past transfer students of all backgrounds in order to understand their experience at the university and their motivations/painpoints with their transfer experiences
- Created synthesis of findings from initial interviews and provided recommendations based off of synthesized conclusions
- Presented synthesis to XU sprint team to give insight into the transfer student process and brainstorming solutions

Student Retention Usability Research | Xavier University

December 2019

Project for Xavier University to better understand current students in order to increase student retention by 14%. Top solutions are currently being implemented.

- Led interviews with 10+ current and past students of all backgrounds in order to understand their experience at the university
- Interviewed provost and vice president to understand stakeholder viewpoints
- Created 2 major personas and journey maps of the students, which were presented to a sprint team for brainstorming solutions

Biometric Wearable Device | Xavier University

January 2016 - May 2017

Senior project for bachelor's degree in computer science (CS) was to show what was learned from dual majors, CS and human-centered design. The result was a biometric wearable to help detect anxiety attacks and depressive episodes.

- Conducted market/competitive research to understand pre-existing products aimed at the same goal
- Researched how anxiety attacks/depressive episodes develop in order to figure out key metrics needed for wearable
- Targeting EMG, EKG, and body temperature, created a working prototype with the appropriate sensors on an Arduino to send an email/text to specified contacts when an attack was triggered
- Demoed prototype during senior thesis; wrote a 20+ guide on the process and constructing the device

Prosthetic Designs | Xavier University

August 2014 - May 2017

Worked on two prosthetic designs aimed at being low cost, durable, and easily customized to users' bodies: one for a service dog missing most of her front leg and one for an alumni who had a congenital amputation.

- For dog prosthetic, took a cast of limb and digitally scanned cast for import into Autodesk
 - Studied dog's movements and designed a limb to take those movements into account as well as provide new body support
- For human prosthetic, followed the same initial process as with dog prosthetic, but added in the complexity of motors and myoelectric sensors to articulate joints in hand and wrist