



+ INTRODUCTION

As a passionate leader, I unlock individuals' potential and inspire innovation within the technology and software development industry. My philosophy of leadership is based on knowledge, growth, opportunities, and learning. Using my holistic insight and innovative multidisciplinary collaboration principles, my promise is to strengthen and empower individuals and collectives to perform at their greatest potential. Moreover, energize, focus and align software development organizations, resulting in sustainable acceleration of processes and reduction in misallocated time.

+ TOOLS

- Miro/Lucidcharts
- Balsamiq
- Figma/Sketch/Abstract
- HTML/CSS/JavaScript
- GitHub
- Adobe Suite
- R/Python

+ SKILLS

- Data Analysis
- Problem Solver
- Leader
- Team Player
- Adaptable
- Management
- Communication

+ EDUCATION

The Art Institute of California Inland Empire
Bachelor of Science – Graphic Design
October 2007 - September 2011

University of Redlands
Master of Business Administration – Marketing
August 2015 - August 2017

+ CONTACT INFORMATION

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+ TEACHING EXPERIENCE

Adjunct Lecturer - UX/UI
University Of California, Riverside
August 2022 - Present

Adjunct Lecturer - UX/UI
California State University Of San Bernardino
September 2019 - September 2021

Adjunct Instructor - Web Design
University of Redlands
September 2015 - December 2015

+ PROFESSIONAL EXPERIENCE

y! Design Systems Lead

August 2022 - Present

Design Systems Lead

October 2021 - August 2022

- Strategic planning for multi-product theming system. Requiring foundations nomenclature abstraction and standardization.
- Cross-platform design system, iOS, Android, and Web. Documentation website and navigation structure to accommodate and compare cross-platform design and consistency.
- Resource management and planning: design and development resources
- Manage and scope foundations, components, patterns, and product adoption.

Manager, Design Systems

October 2017 - October 2021

- Product owner of Calcite, Esri's Design System
- Team lead for Design System team made up of multidisciplinary individuals
- Strategic and tactical planning of ESRI's design system/design language
- Support the management team with effective team communication, proactive problem solving, and information distribution
- Working with product teams across the company from designers, developers, product engineers, writers, product managers, and business stakeholders to ensure smooth product development
- Launched the Calcite Design System as part of the ArcGIS Platform (PaaS) offering. Expanded offering to Partners, Distributors, and Esri's general development community.

Senior Product Designer

November 2016 - October 2017

- Lead UI designer for ArcGIS Dashboards (also UX and front-end).
- Contributor to Esri's design system through component and pattern development. Created a standardized template for web SaaS product homepage applications (part of design system)
- Created a system for software products to consume SVG symbology. Centralized symbology for consistency within the ArcGIS platform.
- Awarded fellowship (full tuition) to University of Redlands (MBA, Marketing).
- Big data mining and analysis – Worked with social media team (Facebook and Twitter) to generate sentiment, trends, and pattern outputs leveraging R.

UX/UI Designer

April 2013 - November 2016

- Organizational efficiency using model based design
- Lead UI Designer for a new product, Open Data, at the Esri DC R&D center
- Web, tablet, and mobile application interface design
- Managed and mentored new user interface designers
- Worked on a new digital environmental design project, Urban Observatory - <http://www.forbes.com/sites/liyanchen/2013/07/08/billionaire-jack-dangermond-launch-es-urban-observatory-with-big-data-interactive-maps/>
- Rookie of the year award.

UX/UI Designer & Front End Developer

November 2011 - April 2013

- Analyze Consumer: Click Heat Map, A/B Testing, and Multivariate Testing CMS (Content Management System) through feeder websites
- Web Optimization (cache, zip and serve from the cloud)
- Responsive Design Solutions (mobile media queries/jQuery Mobile) Optimize/Design: lawguru.com, kupple.com, websitebroker.com etc

Web Administrator

The Art Institute of California - Inland Empire Visual Arts Galler Mar 2010 - Oct 2011

- Analyze and improve SEO.
- Strategically modify and place content.
- Semantic programming for easy collaboration and manipulation.