

## Summary

Product and visual designer with 10+ years of experience shaping digital products across FinTech, automotive, retail, and non-profit sectors.

## Skills

UX/UI design  
Visual design  
Interaction design  
Wireframing  
Prototyping  
WCAG standards  
Journey mapping  
User personas

## Tools

Figma  
Sketch  
InVision  
Adobe XD  
Photoshop  
Illustrator  
InDesign  
HTML/CSS/JavaScript

## Research

Usability testing  
A/B testing  
Qualitative & quantitative data analysis  
Competitive analysis  
WEVO

## Experience

### **Senior UX Designer | Mastercard**

November 2021 — Present

Lead global design initiatives that strengthen Mastercard's digital platforms and align product, engineering, and business goals.

- Scaled Mastercard's first B2C UI Kit into an enterprise design system, improving consistency across 90+ regional sites.
- Partner with global scrum teams to design and enhance apps, balancing enterprise needs with local user requirements.
- Guide end-to-end product design through research, testing, and prototyping, shaping solutions that meet business and customer outcomes.
- Advanced accessibility compliance, reducing risk while broadening usability worldwide.
- Advised product owners and engineers, aligning user insights with business strategy to influence roadmaps.

### **UX/UI Designer | H&L Partners**

March 2020 — November 2021

Served as the agency's first dedicated UX designer, embedding research and user-centered thinking into campaign strategy and execution.

- Established UX research practices that led to a 25% lift in user satisfaction across client touchpoints.
- Optimized conversion funnels through user-tested landing pages and email campaigns, increasing client KPIs by up to 40%.
- Accelerated delivery timelines by producing efficient wireframes, prototypes, and interaction models for automotive, healthcare, and retail brands.
- Integrated motion design and front-end animation (HTML, CSS, JS) into digital campaigns, boosting click-through rates and overall ad engagement.

## **Certifications**

### **LinkedIn UX Design**

- 1 Overview
- 2 Analyzing User Data
- 3 Creating Personas
- 4 Ideation
- 5 Scenarios/Storyboards
- 6 Paper Prototyping
- 7 Implementation Plan

### **LinkedIn Design Thinking**

Understanding The Process

Implementing The Process

### **LinkedIn UX Foundations**

Information Architecture

Multidevice Design

Prototyping

Style Guides and Design Systems

## **Bootcamp**

Savvy Coders — Front-end Development Bootcamp

## **Education**

### **Master's Degree**

Advertising & Marketing Communications

*Webster University*

### **Bachelor's Degree**

Marketing

*Missouri State University*

## **Experience**

### **Designer | Ansira**

April 2013 — March 2020

Partnered with national and local brands to deliver consistent, high-performing digital campaigns tailored to diverse markets.

- Acted as a design lead across multiple accounts, aligning business goals with user needs for email, display, and web creative.
- Delivered localized digital campaigns that increased regional conversions by 40% through tailored messaging and precise targeting.
- Championed digital production standards and quality assurance for HTML5 banners, improving performance and reducing rework.

## **Community Involvement**

### **Young Friends Board Member | Contemporary Art Museum St. Louis**

August 2025 — Present

- Support awareness initiatives and fundraising to advance the museum's mission of free and accessible art for all.

### **Young Friends Board Member | Jazz St. Louis**

August 2022 — August 2023

- Advocated for the growth of jazz education and performance in the St. Louis community, helping extend outreach to new audiences.

### **Communications Designer | AAF St. Louis**

July 2021 — July 2022

- Redesigned AAF St. Louis's website and communications to improve usability and amplify its voice in the advertising industry.

### **Volunteer | Contemporary Art Museum St. Louis**

February 2010 — September 2013

- Contributed to meaningful museum programming and experiences that foster public engagement with contemporary art.