

Full time roles	<div>Prudential</div> <div>Senior Experience Designer</div> <div>November 2023 – Present</div>	Optimized user on-boarding using Human-Centered Design and AI-driven personalization, resulting in 25% increased user engagement. Collaborated with cross-functional teams to implement machine learning algorithms for user behavior analysis while designing wireframes, prototypes, and accessible web interfaces using HTML, CSS, and JavaScript. Mentored junior designers on AI-enhanced workflows and data-driven design decisions.
	<div>Product Design Consultant</div> <div>Apr 2010 – Nov 2023</div>	Led end-to-end product development for early-stage startups and incubators from concept to launch without dedicated Product Manager support. Provided comprehensive UX strategy and emerging technology consultancy to help clients build and modernize products across B2C/B2B enterprises, healthcare organizations, entertainment platforms, Web3/blockchain startups, and various early-stage companies. Managed full product lifecycle including market research, user experience strategy, technical architecture decisions, and go-to-market planning for startup environments requiring autonomous leadership.
	<div>Cisco</div> <div>Visual Product Designer</div> <div>July 2023 – Sept 2023</div>	Collaborated with VP of Design and C-Suite executives to align project goals with corporate strategy for B2B security products. Transformed complex technical concepts into compelling visual communications, improving stakeholder communication efficiency and project clarity across multiple enterprise initiatives. Engineered cohesive brand designs across materials and platforms, enhancing brand consistency and market appeal for product launches. Conducted comprehensive user research to inform data-driven design decisions, increasing design efficacy and user engagement metrics. Mentored junior team members on design best practices and shared expert insights to foster professional growth and team development.
	<div>Warner Music Group</div> <div>Lead Product Designer</div> <div>Nov 2021 – Jul 2023</div>	Led cross-functional teams through end-to-end design processes for internal SaaS platform. Championed data-driven design to achieve measurable business outcomes through comprehensive user research using quantitative and qualitative methods. Created wireframes, prototypes, and design systems while advocating for UX research tools to guide product improvements. Collaborated on 'Legato' design system development, improving design efficiency by 30% across multiple platforms.
	<div>Tenet Healthcare</div> <div>Lead Product Designer</div> <div>Apr 2010 – Jan 2021</div>	Progressed from Visual Designer to Lead Product Designer, demonstrating career advancement through measurable impact. Led UI/UX design for internal SaaS platform and AI-powered healthcare solutions. Conducted UX research and implemented design improvements for healthcare websites while designing complex data visualizations to simplify healthcare metrics, improving user comprehension by 25%.

Skills	Design Tools & Software:	Design & methodology:	Leadership & Collaboration
	Figma • React • HTML5 • CSS3 • JavaScript • Motion Design • Illustration • Adobe	Product Strategy • User Engagement & Simplification • Wireframing & Prototyping • Design Best Practices	Cross-Functional Team Collaboration • Mentorship Leadership

Awards	USCXA 2024 Award Winner – Prudential (2024)
	<ul style="list-style-type: none">• Best Business Change and Transformation• Best Learning and Development• Best Innovation in CX• Best CX Strategy