

## PERSONAL STATEMENT

On a mission to conceptualize, design, deliver and integrate **user-driven digital experiences** with insight into the nuances of the users/guests that are unique to the **hospitality industry**.

10+ years of experience across the spectrum of **Digital Design, UX & Marketing** with multi-cultural teams and high-growth companies **around the world**.

**Advocate** of the user. **Designer** of digital experiences & interfaces. **Orchestrator & Partner** at the intersection of high-tech & high-touch.

## PROJECTS & TOOLSET

### UpStay, Mobile App Design & Website

Digital product designed for on-demand booking of hotel services, managing the entire design cycle.

Selected Tools Used in Project:

- Ideation & Conceptual Design
- Information Architecture
- Rapid Wireframing & Prototyping
- Mobile App UI Design
- GitHub Collaboration
- Front-End Dev: HTML & CSS
- InVision Clickable Prototype

### EveryBell, Website & Brand Identity

Hotel service product designed to make luxury hospitality accessible to rentals and residences.

Selected Tools Used in Project:

- User Stories & Personas
- Brand Strategy & Identity
- User Centered Design Methodology
- Content Creation
- Sketch App Design
- Adobe Illustrator Logo Design
- Hospitality Trend Analysis

### myStamford, Web App & Website

Web application communication platform designed and developed with user-centered design methodology.

Selected Tools Used in Project:

- UX Research & Strategy
- User Surveys & Interviews
- Creative Direction
- Content Management
- Usability Testing (1:1 & Remote)

## WORK EXPERIENCE

MIAMI, USA	<b>HEAD OF EXPERIENCE DESIGN</b>	EVERYBELL   2014 - Current
	<ul style="list-style-type: none"><li>• Utilized a user-centered design methodology to lead UX and visual design across all channels including digital &amp; non-digital for innovative service product.</li><li>• Conceptualized, designed, and owned brand strategy/identity; setting up design patterns to ensure consistency across all channels and product family.</li><li>• Led user research, product idea generation, conceptual wireframing and prototyping; executing design deliverables and ensuring operational standards.</li><li>• Communicated and facilitated executive level presentations; securing key partnership with hotel brand resulting in increased engagement and awareness.</li><li>• Executed email marketing campaigns with special focus on optimization, content creation, and analytics to effectively measure and focus on high-impact activities.</li></ul>	
SINGAPORE	<b>SENIOR MANAGER, MARKETING &amp; PRODUCT</b>	STAMFORD   2013 - 2014
	<ul style="list-style-type: none"><li>• Creative direction from concept to launch for new digital and print brand marketing campaign resulting in 600% growth year-over year.</li><li>• Managed entire UX design cycle for new user-driven digital product design, driving an increase in client engagement and retention of 65% after launch.</li><li>• Set product vision and led onsite and remote team of designers and developers to redesign website and optimize for social media, analytics, and SEO.</li><li>• Planned, promoted, executed high-profile event drawing \$250K in media value.</li></ul>	
SINGAPORE & GERMANY	<b>CORPORATE MARKET MANAGER, APAC</b>	HRS HOTEL PORTAL   2011 - 2013
	<ul style="list-style-type: none"><li>• Led multi-national team to secure valuable corporate partnerships in the region to achieve successful corporate expansion from Germany to APAC.</li><li>• Increased hotel bookings by 40% in the region through generating corporate client agreements of up to \$2M of revenue per campaign.</li><li>• Partnered with technology and product management to improve functionality of training platform for on-boarding of B2B clients through ensuring usability and understanding dependencies on other internal apps.</li><li>• Facilitated redesign and creative development of executive level presentations for hotel and corporate acquisition; securing key partnerships with major hotel brands.</li></ul>	
HAWAII, USA	<b>GUEST EXPERIENCE LEAD</b>	FOUR SEASONS HOTELS   2009 - 2010
	<ul style="list-style-type: none"><li>• Provided Executive committee with guest experience recommendations and insights for \$1M concept redesign for fine-dining restaurant.</li><li>• Collaborated to deliver menu and product design deliverables for new concept; recognized as #1 Big Island Restaurant and #1 Fine Dining Restaurant in Hawaii.</li><li>• Facilitated high-value guest experience interaction to inform insights for service standards and improve feedback and overall outlet rankings.</li><li>• Strategized promotional events to drive traffic, brand awareness and loyalty.</li></ul>	
HAWAII, USA DENVER, USA	<b>RECRUITMENT &amp; OPERATIONS LEAD</b> <b>TERRITORY MARKETING REPRESENTATIVE</b>	YWAM   2007 - 2009 INTUIT   2006

## EDUCATION

UX/UI DESIGN & FRONT-END DEVELOPMENT	Bloc.io San Francisco/Remote   2016 - 2017
B.S. BUSINESS ADMINISTRATION, MARKETING	CCU Denver   2002 - 2006