

## MY OBJECTIVE

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To obtain a Product Design position at a mission-driven company that utilizes modern technology within an agile environment while promoting team collaboration and personal growth.

## SKILLS

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### DESIGN

Figma, Sketch, Adobe Suite  
UX / UI / Wireframes / Prototypes  
Design Systems / User Journey + Flows  
A/B and Multi-variation Testing  
Google Analytics / SEO / IA  
Data Visualization / Infographics

### DEVELOPMENT

VS Code / Atom  
Git / Linux / Bash  
HTML5 / SCSS / JavaScript  
Node.js / Webpack.js  
Wordpress CMS

### MISC

Web Production Management  
Asana / Jira / Confluence  
Design Sprints  
Freelance / Consultations  
Microsoft Suite / Google Docs  
MacOS / Windows

## EXPERIENCE

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### Sr. UX/UI/CRO Designer

2021-2022

Rehab Media Network

I redesigned our primary website (addictions.com) with improvements for call conversion while enhancing the ability to search for alcohol/drug rehab centers in the U.S. I designed and coded multi-variation testing using VWO. I also used tools such as Google Analytics, Hotjar, and Heap to formulate strategies that improve time on page, user flows and call-lift. I worked closely with front-end developers and designed mobile scaling parameters for components using SCSS Standards for better device legibility. I created logical color/typography systems for the development of future web properties. I managed a multimedia page production effort involving 500+ city/state pages and designed shortcode standards for data visualization like stat cards and graphs. I also coded tools for workflow efficiency with the ability to select shortcode snippets with copy-and-paste functions to mitigate potential errors.

### Sr. UI Design Engineer

2018-2021

Internet Brands

I worked closely with four teams: Product, Frontend, Backend, and Project managers on the complete overhaul of our existing Web Builder. This product allows users to customize web pages to business verticals such as health and legal services. My task was to create a dynamic design system with development-focused specifications (designated variables, default flex properties, margins, paddings, etc.). As the lead designer to this effort, I guided two design teams on component usage and design standards to create wireframes for all of our modules. I was responsible for auditing our product's structure for multi-layout modules, component spatial awareness, hierarchies, and obtaining an extensive understanding of their frontend technologies. I created instructions for logic and behavior to module settings, layout options, and restrictions for component scalability. This involved multi-layout modules (12-4 columns) with the ability to hide or disable components such as images, text fields, buttons, etc., which ultimately affect a module's height, flexibility, and presentation. I ensured the creation and delivery of wireframes, development specifications, and design standards. I also supported mid-level and junior designers in skill development and design growth. I helped hire new team members and reviewed and approved handoffs to our web builder templates to ensure they reflected frontend requirements and design standards.

## Content Production Manager to CRO Designer

2016-2018

American Addiction Centers

**CRO Designer** - I designed multi-variation tests such as web ads and navigational components for Optimizely to strategically improve call conversions, click-through rates, form submissions, and traffic performance. I prototyped a wide range of low/high fidelity concepts to reach department goals. I designed UX avenues to improve user conversions (callers to qualified leads) and individual tests successfully showed 5% to 25% lifts in generated calls, which projected possible earnings of \$10k - \$30k per year. I was responsible for understanding user behaviors, addiction, and the way families were affected. I performed UX audits and focused primarily on information architecture, traffic, content value, navigational value, and user flows to formulate better design decisions. In addition, I worked with scalable design systems to deliver a variety of concepts within our established UI/branding guidelines.

**Content Page Production Manager** - I managed a team of production artists and ensured that their tasks were properly allocated and completed each week in order to meet monthly quotas. I composed technical documentation with guidelines and procedures for multiple web properties to ensure that articles and blog posts properly rendered images, short-codes, HTML/CSS snippets, and responsive styles. I was also responsible for managing assets such as branding components, stock photos, and their licensing/restrictions.

## Multimedia Designer & Jr Frontend Developer

2014-2016

Evaero Digital Marketing

I coded staff pages, responsive video/photo galleries, and landing pages for the mental health and addiction treatment industry. I also modified contact forms, sliders, galleries, and designed branded emails within MailChimp and Constant Contact. I also lead design and development briefings with our clients and stakeholders, and later assisted senior developers with projects specifications and wireframes. I also supported senior developers with HTML/SASS pages and styled weekly/monthly WordPress blogs and press releases for several web properties.

## Web Designer & Tester

2010-2013

Trinnovations

I collaborated with web developers on the functionality and visual direction of our websites and also designed UI's for CMS functionality. I was responsible for composing technical documentation for regression testing, which systematically checked for flaws in functionality, UX, security, browser compatibility, and user authentication.

## SPEAKING ENGAGEMENTS

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### San Diego JS Meetup

2018

Design 4 Dev

I had the opportunity to speak in front of San Diego's JavaScript Meetup (100+ developers) at Zeeto.

I demonstrated a brief overview of my Design For Frontend process and I gave a live presentation on creating prototypes with sketch and InVision.

## EDUCATION / CERTIFICATIONS

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### General Assembly 2020

Frontend Web Development

### Mt. San Jacinto College 2015

AA in Communications