

Product Designer with 10+ years of experience. My passion is to elevate and strengthen the relationship between design and frontend teams to improve the user experience of digital products with a business oriented mindset.

EDUCATION / CERTIFICATIONS

2020 | General Assembly
Frontend Development

2015 | Mt. San Jacinto JC
AA in Communications

EXPERIENCE

Adaptify Design | CEO & Designer

Jan 2023 - Present

By combining innovative design and marketing principles, my mission is to elevate businesses and guide them toward sustainable growth and success. It's all about harmoniously blending strategic marketing expertise with eye-catching design sensibilities to ensure our client's brands shine brightly in today's competitive landscape.

Rehab Media Network | Sr. UX/UI/CRO Designer

Feb 2022 - Nov 2022

As lead designer for the addictions.com flagship site, my focus was on optimizing call conversions and improving the user experience in searching for alcohol/drug rehab centers in the U.S. Through meticulous multi-variation testing using VWO and advanced analytics tools like Google Analytics, Hotjar, and Heap, I aimed to identify areas for improvement. By formulating data-driven strategies, we intended to enhance user engagement metrics like time on page, user flows, and call-to-action effectiveness. Collaborating closely with front-end developers, I implemented mobile scaling parameters following SCSS Standards for better device legibility. Additionally, I established logical color and typography systems to ensure consistency across current and future web properties.

Internet Brands | Sr. UI Design Engineer

Nov 2018 - Feb 2022

In collaboration with cross-functional teams, including Product, Frontend, Backend, and Project Managers, I played a key role in overhauling our Web Builder. To ensure a dynamic and efficient design system, I crafted development-focused specifications, encompassing variables, flex properties, margins, and paddings. Serving as the lead designer, I provided expert guidance to design teams, facilitating well-structured wireframes for modules with multi-layout options, component spatial awareness, hierarchies, and seamless integration with frontend technologies. I developed comprehensive instructions for module settings, layout options, and component scalability, enabling flexible configurations and streamlined user experiences. Clear wireframes, development specs, and design standards elevated our platform's performance and usability.

American Addiction Centers | Content Production Manager to CRO Designer

Feb 2017 - Nov 2018

CRO Designer - I led multi-variation tests to optimize web ads and navigational components using Optimizely. My aim was to boost call conversions, click-through rates, form submissions, and overall traffic performance. Understanding user behaviors, addiction, and its impact on individuals and families, I conducted thorough UX audits, focusing on information architecture, traffic patterns, content value, navigational efficiency, and user flows. Armed with these insights, I crafted UX avenues to drive conversions and presented low/high fidelity concepts to achieve departmental goals. These tests achieved impressive results, with lifts ranging from 5% to 25% in call generation involving thousands of calls per month, potentially amounting to significant annual earnings. Continuous optimization aimed to positively impact recovery support seekers.

TOOLS

Figma
Sketch
Adobe CC
Google Analytics
Optimizely / VWO
Asana / Jira
Confluence
Heap

SKILLS

CRO Design
Information Architect
Journey Mapping
Prototyping
Wireframing
A/B Testing
Design Sprint
Agile / Lean UX
Video Production

DEV / TECH

ChatGPT
HTML / SCSS / CSS
JavaScript
Github / NPM / Bash

SPEAKING ENGAGEMENTS

2023 | TEDX MJSC

Exploring the origins and evolution of design, as it shapes the future of our behaviors and expectations

2018 | San Diego JS

San Diego's JavaScript Meetup (100+ developers) at Zeeto. Demonstrating the process of designing handoffs with dev specific requirements with InVision.

American Addiction Centers | Content Production Manager to CRO Designer**Feb 2016 - Nov 2017**

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, code snippets, and responsive styles. I was also responsible for managing assets such as branding components, stock photos, and their licensing/restrictions.

DecisionLogic | UX/UI Designer | 2 Month Contract**Jul 2018 - Aug 2018**

I designed a responsive web widget that allows users to search and connect with a bank of their choice on behalf of a lender in order to determine eligibility for a mortgage or loan. I defined user flows and created a friendly language along with key visuals to support a comprehensive Multi-Factor Authentication (MFA) process. This project included the design of low/high fidelity prototypes specifically with development specifications and guidelines. I also design a variety of MFA screens such as SMS, secret answer verification and error messages to support a wide range of possible outcomes.

Northeastern Anesthesia PhysiciansNortheastern | UX/UI Designer | 2 Month Contract**Nov 2017 - Dec 2017**

I designed a fully responsive website / payment process by using google's material design as the primary design system. I established a grid layout and frontend parameters by working closely with the lead developer. I created low/high fidelity prototypes to support development specifications for validation and error messaging

Evaero Digital Marketing | Multimedia Designer & Jr Frontend Developer**Apr 2014 - Feb 2016**

I developed staff pages, responsive galleries, and landing pages for mental health and addiction treatment. I modified contact forms, sliders, and galleries while designing branded emails using MailChimp and Constant Contact. Led design briefings and aided senior developers with specifications and wireframes. Supported seniors with HTML/SASS pages and styled WordPress blogs and press releases for web properties.

Trinnovations | Web Designer / QA**Feb 2010 - Jan 2013**

I developed staff pages, responsive galleries, and landing pages for mental health and addiction treatment. I modified contact forms, sliders, and galleries while designing branded emails using MailChimp and Constant Contact. Led design briefings and aided senior developers with specifications and wireframes. Supported seniors with HTML/SASS pages and styled WordPress blogs and press releases for web properties.

See [linkedin](#) for continued work history.