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Team Leader, UX and UI Professional with 15+ years of experience crafting user-centric interfaces and applications in diverse industries. Building and leading (design) teams, products, and design architecture.

## **Relevant Work Experiences**

### **1. Ensue LLC, Las Colinas-Irving, TX | 2014 - present**

Role: Co-owner, COO, UX and UI Lead

Co-founded a company focused on product design initiatives, solving challenges related to user experience, user interface and information overload challenges. Established and led the setup of multiple physical office locations and teams (US & Nepal), organically building and scaling high-performing teams composed of UX and UI Designers, frontend and backend engineers, mobile developers and testers.

## **Notable Clients & Projects**

### **1.1 GE Healthcare - Command Center/Mission Control | 2014 - present**

Role: UX/UI Designer + UI Developer (Consultant via Ensue LLC)

Partnered with stakeholders on shaping the UX, UI and the product design from inception to commercial enterprise-level deployment via iterative mockups and prototypes. Envisioned, designed and implemented a versatile design system framework tailored for physical command centers, integrating environmental design principles. Engineered for seamless adaptability across desktop and tablet interfaces, ensuring cohesive user experiences in both physical and digital environments.

Key Achievements:

- Co-designed and implemented platform UX and UI + Frontend design code (HTML/SCSS) which includes 39+ tiles/modules (decision making tools), companion applications/modules for configuration and other utilities like local icon library etc. - currently in use in 300+ hospitals across 6 countries using tools like Figma, Sketch, Illustrator for design collaboration and Angular for frontend platform.

### **1.2 Underwriters Laboratory (UL Solutions) LLC | 2024 - 2025**

Role: Lead UX + UI Designer - Retail Consumer Portal Group, myUL Entitlements (Consultant via Ensue LLC)

Designed a new client-onboarding process for the Retail Consumer Portal, Revamped UX and UI for existing Entitlements System by collaborating with the UL's UX/UI Group and product teams coordinating with a team of designers to deliver high-fidelity UI and prototypes using tools like Dovetail, Figma, Miro, Azure DevOps etc. and existing design system frameworks.

Key Achievements:

- Resolved a major bottleneck by solving retailers, clients, and supply chain onboarding to the retail platform, simplifying the previously complex, time-consuming and convoluted process.
- Revamped a complex application by redesigning its UX and UI, enhancing usability, streamlining user interactions, and delivering an intuitive, user-friendly experience.

### **1.3 EarthScout® IoT Agriculture Sensors Platform | 2017 - present**

Role: UX + UI Lead for Web and Mobile Platforms (Design and Development Partner via Ensue LLC)

Partnered with stakeholders, hardware team and off-shore UI and development team to lead design vision and

strategy of the overall software strategy across different platforms for B2B and B2C sensors and devices

Key Achievements:

- Spearheaded successful transition to a new design system for web and native mobile platforms currently serving 3K+ active retail customers, total of 35K+ sensors across North and South America
- **Patent (11895942)** awarded for Plant Growth Platform (collaboration)

#### **1.4 Learn Your Benefits / Learn Your WorkLife | 2018 - present**

Role: UX + UI Design Lead (Consultant via Ensue LLC)

Led offshore design team for the LearnYourBenefits platform - a highly customizable distribution platform that delivers an on-demand, video-focused experience that helps the user their employees understand and navigate company benefits.

Key Achievement:

- Active and catering to more than 20 resellers, serving 600+ sites with close to 2k videos, 32k documents

#### **2. UTHealth - McGovern Medical School, Houston, TX | 2011 - 2015**

Role: Web Developer IV (FTE)

Steered a team comprising of graphic designers and developers to interface with unit/department administrators, content experts, technical staff and publishers to assist in the development and online distribution of web content and web-based applications for complex large departments and schools, including, but not limited to design, development, implementation, deployment and maintenance

Key Achievements:

- Successfully redesigned and transitioned all educational websites (departments, research centers, institutes with 300k avg. monthly visitors) and consumer clinical practice wing website [UTPhysicians.com](http://UTPhysicians.com) (120K+ avg. monthly visitors) from legacy systems to a unified responsive web design system and CMS (Wordpress) based platforms while conforming to WCAG 2.0 AA standards
- Successfully ran a recurring training program for administrators and content moderators on Wordpress in addition to creating a companion training website enabling departments to self-moderate content
- Automated time-intensive processes and tasks like daily and weekly newsletter generation and distribution
- Initiated and led the adoption of Git for code repository management, migrating the team from Dreamweaver templates to a streamlined Git-based workflow, while also training the team on its use. Additionally, introduced project management tools to enhance tracking of ongoing, upcoming, and completed projects.

#### **3. Design at Work, Houston, TX | 2009 - 2011**

Role: Multimedia/Web Developer (FTE)

Worked with a team of graphic designers, public relations/advertising and communications professionals to design, develop and deliver various audio/visual solutions, websites and email campaigns across various industries including retail, corporate communications, non-profit etc.

### **Education**

#### **Bachelor of Fine Arts, Graphic Design Concentration | 2008**

Saint Cloud State University, Saint Cloud, MN