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Team Leader, UX and UI Professional with 15+ years of experience crafting user-centric interfaces and applications in diverse industries. Expert in 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

Co-founded a company focused on product design initiatives, solving complex challenges related to user experience and user interface, data overload, and later, expanded to an off-shore entity. Established and led the setup of multiple physical office locations and teams (US), organically building and scaling a high-performing team from 2 to 25 personnel composed of UX and UI Designers, frontend and backend engineers, mobile developers and testers.

Notable Clients & Projects

1.1 GE Healthcare - Wall of Analytics/Command Center/Mission Control | 2014 - present

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

As a key member of the lead design team, partnered with stakeholders on shaping the UX, UI and the product design from inception to commercial enterprise-level deployment. Envisioned, designed and implemented a versatile design system tailored for physical command centers, integrating environmental design principles to enhance operational functionality. Engineered the same system for seamless adaptability across desktop and tablet interfaces, ensuring cohesive user experiences in both physical and digital environments.

Key Achievements:

- Co-designed and implemented UX and UI + Frontend design code (HTML/SCSS) for the Command Center Application Platform which includes 39+ tiles/modules (decision making tools), additional companion applications/modules for configuration and other utilities - currently in use in more than 300 hospitals across 6 countries, with 12:1 ROI, \$16M in revenue generated and 2k+ new patients served annually
- Created and maintained a 700+ icon library. Migrated design assets and workflows across the product lifecycle, from Adobe Illustrator to Sketch and ultimately to Figma, optimizing efficiency and consistency.

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, simultaneously coordinating with a team of off-shore designers to deliver high-fidelity UI and prototypes for MVP and beyond including successful handover to incoming new internal UX leads

Key Achievements:

- Overcame a major bottleneck by solving retailers, clients, and supply chain onboarding to the retail platform, significantly simplifying the previously complex, time-consuming and convoluted process.
- Revamped a complex application by redesigning its UX and UI, significantly 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 user experience 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 customers, total of 35K+ sensors across north and south america (primarily)
- **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:

- Currently Live and catering to more than 20 resellers, serving 600+ sites with close to 2k videos, 32k documents with more than 300+hrs of watch time and 28k document downloads since Jan 2025

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 the entire school and all department, sub-department websites from static systems to CMS (WordPress Multisite) with around 300k avg. monthly visitors
- Successfully ran a recurring training program for department administrators on Wordpress in addition to creating a companion training website enabling departments to self-moderate content
- Successfully redesigned and transitioned the clinical practice wing of the medical school UTPhysicians.com site to CMS based system (WordPress) - 120K+ avg. monthly visitors

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