



Capital One 6.5 yrs

Product Design Manager

Jul '23 - Current

- Led research and design efforts for a new anti-fraud product offering that has a 43% pitch-to-yes rate (highest in suite), makes ~\$37M annual NPV & saves our dealers ~\$100M per year in fraud
- Directly managed and mentored four designers
- Led the design and launch of multiple award-winning features
- Spearheaded the team strategy; including setting up and running the Ambassador Program, crafting the Vision story, and hosting many workshops
- Mapped and led a cross-LOB effort to improve proof of income customer experience
- Built a pipeline of innovative design concepts
- Planned and conducted the largest design research effort in the division's history

TOOLS

Figma, Lucid, InVision, Sketch, Principle, After Effects, Blueprinting, Journey Maps, Vision Stories, Design Thinking, Wireframes

AWARDS

- Circle of Excellence (x2) (highest award at Capital One)
- Mark of Distinction (x2)
- Diamond Award
- Clover Award
- Patent

Principal Interaction Designer

Jan '21 - Jul '23 (2.5 yr)

- Supported design efforts for a consumer product with a 1M+ monthly audience
- Increased lead conversion by 20% with multi-armed bandit (sophisticated A/B test) project. 11 of 12 designs I tested converted better than the previous version.
- Created flow and designs for consumer feedback system within Leads Navigator for continuous learning
- Led brainstorming, designs, and iteration for Lite Leads experience
- Conducted four rounds of user testing and created 11 design iterations for the next high value AI solution. Done in collaboration with two other LOBs.

Senior Interaction Designer

Jul '19 - Jan '21 (1.5 yr)

- Contributed UI to SmartQueues, which brought in \$23MM NPV & +25% Cashout
- Led a 3-day workshop that shaped the product roadmap and trained other designers to facilitate similar sessions.
- Initiated and facilitated blueprinting sessions to document current and future underwriting and funding processes.
- Onboarded and mentored new designers.
- Created a marketing campaign that resulted in >80% adoption of Rebel in 4 weeks.

Associate Interaction Designer

Aug '18 - Jul '19 (1 yr)

- Led the design and development of a new sales AI experience, which resulted in a 95% user satisfaction rate.
- Increased the Net Promoter Score of the internal sales product from -44 to 52 in just one year.
- Successfully managed the design and delivery of 25 projects on time, with only 2 delays.
- Made significant contributions to Capital One's design system, One Design.

Tantrum Street 0.5 yrs

Product Design Lead

Jan '18 - Jul '18 (7 mo)

- Managed the Product Design team in a FinTech suite of products, including an Enterprise-level Payments SaaS (autoboard.io) and a consumer-facing mobile app (Portant.li). Led a team of 3 designers.



DISH Network 4 yrs

UX/UI Designer

Dec '16 - Jan '18 (1 yr)

- Designed and managed digital products from ideation to implementation. I worked with both Sprint and DISH designing custom software for sales representatives at DishOne. I advocated for our users while balancing business requirements.

TOOLS

Sketch, InVision, Illustrator, Premiere Pro, DSLRs

AWARDS

Silver Addy (x2)

Art Director

May '15 - Feb '17 (2 yr)

- Led a team of graphic designers and videographers to enhance the personal experiences of our employees, especially the sales representatives, to recruit and boost moral.
- Duties included managing workflow, providing meaningful feedback to designers, as well as creating and designing advertisements, videos, training materials and company collateral.
- Brand development, web presence, and national support in a fast-paced agency atmosphere.

Marketing Specialist I

Apr '14 - May '15 (1 yr)

- Directed the artistic efforts of the door-to-door sector of Dish Network, DishOne. Managed the graphics team in full production of advertising, marketing collateral, and in-house promotions.

Lead Graphic Designer

Dec '13 - Apr '14 (0.5 yr)

- Supported the in-house marketing efforts of DishOne, the marketing arm of Dish Network, through graphic design, advertising, and account management.

Brigham Young University

B.A. Communications

Dec '13

- Advertising Emphasis

The Daily Universe 2.5 yrs

Print Production Manager

Jul '12 - Dec '13 (1.5 yr)

- Managed the flow and production of Brigham Young University's newspaper, The Universe. Highly involved in advertising and graphic design. Extreme attention to detail and efficiency. Received national newspaper awards for designs.

TOOLS

InDesign, Illustrator, Photoshop

Advertising Production Assistant

Jul '11 - Jul '12 (1 yr)

- Responsible for the advertisement layout of a school newspaper that prints 18,500 copies daily.
- Duties included classified section layouts, updating templates, taking classified ads, sizing and approving advertisements.