

Jan 2025 - Present

## Walmart

Senior UX Designer

Bentonville, AR

- Leading the design of native app and web experiences for Walmart's Auto Care Centers, supporting Automotive, one of the top-performing general merchandise categories of the past quarter.
- Designing streamlined oil change, tire installation, and battery installation flows that contribute to a \$55M GMV increase and \$69M profit YTD by improving scheduling, package selection, and checkout experiences.
- Building AI-powered features, including real-time tire fitment and personalized tire recommendations, appointment scheduling, and direct access to Auto Care services.
- Exploring 3D vehicle customization through AI, enabling customers to change tires, wheels, and add accessories for a more interactive and personalized shopping experience.
- Partnered with product, engineering, and content teams to ensure designs met ADA compliance, scalability standards, and Walmart's LD design system.

Oct 2024 - Jan 2024

## Frontdoor (Contract)

Senior UX Designer

San Diego, CA

- Designed mobile experiences for home service scheduling and real-time technician updates, improving customer engagement and transparency.
- Created Dynamic Island and iOS Lock Screen integrations, enabling users to track technician arrival times and service progress without opening the app.
- Built end-to-end appointment booking flows, including technician matching, progress tracking, and notifications
- Partnered with product and engineering teams to deliver innovative real-time tracking and notification experiences that reduced friction during service calls.

Jun 2019 - Feb 2024

## Thermo Fisher Scientific

Lead UX Designer

San Diego, CA

- Collaborated with teams to develop intuitive user experiences for e-commerce and scientific applications.
- Conducted user research, usability testing, and heuristic evaluations to make informed design decisions and ensure products meet user needs and industry standards.
- Translated user insights into wireframes, prototypes, and high-fidelity designs using tools such as Figma.
- Led the Mentorship Program for the UX Team, conducting weekly meetups to mentor junior level designers.
- Contributed to the ongoing evolution of Komodo the Thermo Fisher Scientific design system.
- Designed and patented an interactive amino acid sequence guide in collaboration with business leaders.
- Key projects include Thermofisher.com (Antibodies, CRISPR gRNA, ELISA Builder, Transfection Selection Tool, 3D Product Tours) and the Ardia platform (Data Viewer for Chromatography & Mass Spectrometry).

Mar 2018 - Dec 2018

## Turtle Beach

Senior UX Designer

Rancho Bernardo, CA

- Partnered with the industry leader in gaming headsets to create engaging and user-friendly experiences.
- Assisted the Director of Global Marketing in executing all online campaigns and product launches.
- Collaborated with e-commerce team to implement strategies that drive traffic and increase sales
- Designed product, affiliate, partnership, and esports pages on the Shopify Plus platform.
- Developed, optimized, and tested pages through GemPages a drag-and-drop page builder.
- Led the design, development, and execution of global campaigns for Black Friday & Cyber Monday.
- Contributed to a 107% increase in annual revenue, totaling \$270 million through extensive online efforts.

Aug 2015 - Jan 2018

### Road Runner Sports

Senior UX Designer

San Diego, CA

- Led a talented team of designers and developers to create user-friendly experiences for running enthusiasts.
- Designed wireframes, prototypes, and high-fidelity mockups across desktop and mobile platforms.
- Collaborated with cross-functional teams, including product managers, developers, and marketers, to align design goals with business objectives.
- Conducted A/B testing on landing pages and marketing campaigns to increase website conversion rates.
- Managed and led the redesign of the corporate e-commerce website, enhancing the overall user experience and boosting online sales.
- Trained and mentored junior UX designers, fostering a collaborative and innovative team environment.

Mar 2013 - Aug 2015

### Welk Resort Group

UX Designer

San Marcos, CA

- Designed and developed responsive web pages that enhance user experience and drive engagement.
- Created and scheduled effective email marketing campaigns to promote Welk Resorts' offerings.
- Designed tablet and mobile applications to support timeshare scheduling and promote resort destinations.
- Managed corporate website updates and content changes, ensuring accuracy and relevance.
- Maintained consistency in branding across all digital marketing initiatives, adhering to brand guidelines.
- Collaborated with leaders to align digital marketing strategies with business objectives.
- Worked closely with marketing, IT, and other departments to ensure cohesive digital marketing efforts.

Jan 2012 - Oct 2012

### Haven Agency

Director of Client Partnerships

Rancho Cucamonga, CA

- Led business development efforts at a digital agency known for creating interactive websites, mobile applications, and online marketing campaigns.
- Presented full service offerings and capabilities to executive directors and digital marketing teams.
- Developed new leads and opportunities through LinkedIn, industry tradeshows, and networking events.
- Fostered and maintained relationships with high-profile clients, including Ubisoft and Electronic Arts.
- Produced detailed and well-crafted client proposals and responses to RFPs.
- Assisted in negotiating contracts, non-disclosure agreements, payment terms, and statements of works.
- Outlined all project-related documentation including project schedules, timelines, functional specifications, and information architecture.

#### SKILLS

- User Research
- Interaction Design
- Visual Design
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Collaboration
- Communication
- Problem Solving
- Empathy
- User Advocacy

#### CERTIFICATION

- LUMA Institute:  
Certified Practitioner of  
Human Centered Design

#### PATENTS

- Interactive Amino Acid  
Sequence Guide  
  
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#### HONORS

- Boy Scouts of America Eagle Scout Award
- 2014 Welk Resort's President Club's Award
- GD USA Inhouse Design Award 2008

#### EDUCATION

September 2002 - Dec 2006  
**State University of New York at Oswego**  
Bachelor of Arts in Graphic Design  
Minor in Business Administration