With 10+ years in digital design, I'm passionate about creating high-quality interfaces and websites that balance business with user needs. I've always enjoyed helping people—I find it rewarding to collaborate and bring a brand to life. I believe that empathy, data-driven decisions, and open communication are the foundation to a next-level product. Outside of work, you can find me streaming games, brainstorming wacky ideas, and seeking out the best iced latte in town.

Experience

Senior Designer, Web Developer, Founder

Heartcore Studio • Los Angeles, CA • July 2021 - Present

I collaborate with founders and stakeholders to identify company goals and ideate effective product and marketing solutions. Once feature requirements are finalized, I create wireframes and deliver pixel-perfect UI/UX designs in Figma, ensuring they are optimized for the engineering team. Additionally, I develop custom WordPress themes using HTML, CSS, JavaScript, PHP, and ReactJS, utilizing modular components and Advanced Custom Fields to ensure easy scalability.

Founding Product Designer - Desktop

TerraTrue • Los Angeles, CA • June 2019 - July 2021

At TerraTrue, an enterprise SaaS platform, I served as the founding product designer, where I led the UX/UI design efforts for over 10 major desktop features. These features streamlined privacy compliance workflows, addressing GDPR and CCPA requirements. My approach included conducting competitor research, transforming initial feature concepts into detailed Figma mockups, and refining a comprehensive design system that contributed to product differentiation and a successful $15M Series A funding round.

In collaboration with engineering teams, I documented and implemented component updates, ensuring clarity and resolution of all outstanding questions. I also facilitated design sprints, led company-wide design discussions, and was responsible for designing all marketing materials. In my down-time, I developed a headless WordPress CMS using ReactJS, further supporting the company's growth and success.

Product Designer

First Media • Los Angeles, CA • March 2019 - June 2019

At First Media, a company known for creating high-value content targeted toward Millennial women, I served as the sole UX/UI designer for four internal brands. My primary responsibility was to grow the targeted web user base by conceptualizing and designing digital products aimed at generating revenue. This included designing landing pages and web applications for third-party clients like Walmart and HelloFresh, as well as creating a social mobile app prototype for an internal foodie brand, So Yummy.

In addition, I redeveloped internal WordPress websites to enhance performance and SEO, contributing to the overall digital strategy. I also collaborated closely with the editorial team to streamline their web workflows, identifying key challenges and implementing new website features that led to glowing reviews.

Product Designer

ATTN: • Los Angeles, CA • Nov 2018 - Feb 2019

At ATTN:, a media company focused on creating entertainment that informs, I was responsible for designing microsites that engaged targeted demographics for high-profile clients such as Amazon, ABC, and RedBox. In addition to client work, I also ideated and designed digital products aimed at generating new revenue streams within the entertainment sector, which were pitched to shareholders for potential investment and development.

Marketing & Product Designer

Collide • Los Angeles, CA • Jan 2017 - Aug 2017

At Collide, a streaming app founded by Robert Earl of Planet Hollywood, I was responsible for designing a range of marketing materials, including one-sheets, presentations, social graphics, landing pages, and emails. Recognizing an opportunity to enhance the product, I pitched and led the initiative to improve the desktop version of the app, becoming the startup's first UX/UI Designer for desktop. I designed the entire web application, incorporating features such as user accounts, live streaming, search, and story reveals, to create a comprehensive and engaging user experience.

Software

Design tools
- Figma
- Adobe Creative Suite

Engineering
- VS Code
- Nova
- Github

Management
- ClickUp
- Jira
- Asana
- Zeplin
- Loom

Languages

- HTML5
- CSS3/SASS
- JavaScript
- PHP
- GraphQL

Frameworks

- React
- Gatsby
- Node.js

Education

B.A. Interactive Media Design
2008- 2012

Full work history upon request