

CORE COMPETENCIES

- UX/UI & Product Design
- AI Product Design
- Cross-Functional Collaboration
- User Research & Usability Testing
- Information Architecture
- Design Systems
- User Flow & Wireframing
- Accessibility & WCAG Compliance
- Prototyping & Mockups
- Visual & Interface Design
- Competitive & Market Research
- AI Models

WORK EXPERIENCE

CSI Pharmacy

Feb 2026 – Oct 2026

Product Designer

- Designed 10+ enterprise software features using AI tools Vercel and Claude Design, including user management, patient records, scheduling, dashboards, and workflow management tools that supported critical business operations
- Created an AI-enabled design system built on ShadCN components that integrated with Claude and Vercel v0, ensuring consistent AI-generated interfaces, reusable patterns, and faster product development
- Led the design of a custom CRM platform for sales operations, combining AI-assisted workflows with user-centered design principles to streamline processes and improve usability
- Developed an AI-powered notification summarization solution with built-in guardrails, validation logic, and prioritization rules that transformed high-volume system alerts into concise, actionable user insights

OptumRx

Apr 2023 – Dec 2025

Sr. UX/UI Designer

- Led the redesign of a legacy web-wrapper Pharmacy Benefit Manager in Figma, consisting of working with developers to deliver React Native experiences that improved performance, maintainability, and UX/UI design quality for 63M+ members
- Utilized expertise in UX Design principles to update and maintain legacy public educational pages, forms, and articles in Adobe Experience Manager, resulting in enhancing the presentation of Optum's features to 28M+ users
- Managed project workflows and deliverables in Adobe Workfront and Rally to more effectively coordinate UX/UI design resources across designers, accessibility specialists, copywriters, and product managers to meet timelines
- Built an internal Figma design patterns library aimed at creating reusable UI Design and Product Design components to improve design consistency, efficiency, and WCAG 2.1 AA accessibility compliance
- Conducted accessibility audits and navigated inclusive UX Design practices across all deliverables to improve usability
- Received 3 Bravo award nominations for exceptional UX/UI design quality and collaborative contributions

Independent Consultant

Jun 2020 – Dec 2024

Freelance UX/UI Designer & Technology Consultant

City of Herculaneum:

- Led complete digital transformation of municipal website within 8 months, applying UX/UI and Product Design principles to improve access to 8+ city services for 4,200+ residents through user research focused on utility payments, permit applications, voter registration, and emergency services
- Defined information architecture and navigation systems through UX research targeting three key user groups: residents, businesses, and city officials, significantly improving usability of critical municipal services
- Managed end-to-end technical implementation including domain migration, hosting, and CMS configuration, while developing comprehensive brand identity and accessible visual design system (WCAG-compliant logos, typography, color palettes, iconography) across 80+ pages

Fluid Design Agency:

- Conducted UX research and client discovery sessions to identify business pain points and user workflows, translating requirements into intuitive UI designs for AI-powered automation platforms and custom software solutions
- Designed user interfaces and interaction patterns for web applications, AI agent dashboards, and lead generation systems that balanced technical functionality with user-centered design principles
- Created visual assets including graphics, video content, and brand materials for client-facing marketing automation tools and Webflow websites that enhanced conversion rates and user engagement

Commercial Technology Solutions:

- Full website redesign with accountability of design phases across discovery, competitive research, and stakeholder collaboration
- Redesigned WordPress website for a B2B telecommunications provider that entailed creating Figma prototypes, conducting UX research, and implementing analytics for continuous optimization
- Modernized the legacy website by streamlining information architecture, improving visual UI Design, and enhancing service pathways to increase customer acquisition

Clovis Capital:

- Designed high-fidelity interactive prototypes for a fintech investment platform that helped to transform financial data into scannable dashboards for accredited investors
- Built a modular Figma product design system with reusable components to improve scalability for product expansion
- Redesigned key user flows for dashboard, authentication, deposits/withdrawals, and portfolio analytics to reduce cognitive load for sophisticated financial users

Colibri Group

Feb 2021 – Apr 2023

Integrations Marketing Manager

- Manage project intake, routing, and approvals across teams (Development, Capital Markets, People, and Operations) in collaboration with the Marketing Management team and Creative Services.
- Maintain project schedules, creative briefs, and tracking tools to ensure alignment with business objectives and deadlines.
- Support the development of marketing collateral, including brochures, pitch decks, proposal templates, and event materials.
- Support website content updates, news stories, and project portfolio additions in collaboration with internal teams and web partners.

RevWork

Jun 2020 – Feb 2021

UX/UI Designer

- Designed a new user onboarding experience that increased app engagement by 72% by conducting task-based user research, mapping key pain points, and implementing guided flows that prioritized essential feature discovery
- Developed a UI Design system with reusable components that standardized visual language and interaction patterns, in addition to shortened design to development cycles by 40% with improved developer handoff efficiency
- Conducted user research through 10+ interviews and usability testing sessions in Lookback, backed by translating qualitative insights into design changes that increased task completion rates by 60% through simplifying workflows

Heartland Barge

Jun 2017 – Jun 2020

Marketing Specialist

- Developed and managed multi-company websites with SEO optimization, Google Analytics monitoring, and landing page creation to drive traffic and conversions while maintaining brand consistency across platforms
- Created comprehensive marketing content including web copy, email campaigns, video scripts, social media, and promotional materials that articulated compelling product positioning and differentiation
- Collaborated with sales teams and external vendors to execute integrated marketing campaigns across digital channels while ensuring messaging accuracy through rigorous quality control

Branson's Nantucket

Jun 2015 – Jun 2017

Senior Designer

- Produced 400+ print and digital marketing materials across 4 brands to support seasonal campaigns to increase customer engagement
- Led billboard campaign design and production management for 22 locations with adherence to brand guidelines for effective visual communication to enhance consumer awareness
- Directed monthly promotional campaigns across organic and paid channels, successfully achieving 25% average engagement growth and 40% increase in conversion rates via HubSpot and Facebook Ads Manager
- Oversaw multi-brand rebranding initiatives by managing UX/UI Design deliverables including websites, signage, and collateral, completing projects on time and under budget

EDUCATION

University of Missouri St. Louis

Graduated: May 2011

Bachelor of Fine Arts (BFA) in Emphasis (magna cum laude)

CERTIFICATIONS & TRAINING

- Google Coursera – UX Design
- Nielsen Norman Group AI Training

TECHNICAL SKILLS

- **Design Software:** Figma, InVision, Balsamiq, Adobe Creative Cloud (Illustrator, Photoshop, Premiere Pro, Lightroom), Affinity
- **AI Tools:** Vercel v0, Claude, ChatGPT, Copilot, Loveable, AnythingLLM, OpenWebUI, Ollama,
- **UX Research:** User interviews, Loopback, Miro, Forms, Baymard, Nielsen Norman Group
- **Product Management:** Confluence, Microsoft Teams, Jira, Rally, Workfront, ClickUp, Asana
- **Other Software:** Obsidian, Microsoft Office Suite (Excel), HubSpot, Google Analytics, WordPress, Webflow, Framer