

EXPERIENCE

Senior Product Designer - Tekmetric, Seattle WA 2024 – 2025

- Designed the Tekmetric Payments experience, increasing attach rate by 5% contributing to overall revenue growth of 50% in the business segment.
- Designed the Tekmetric Payments Capital experience, enabling independent auto repair shops streamlined access to capital, contributing to the above significant 50% growth in the business segment.
- Simplified payments onboarding, reducing average total onboarding time from 70 hours to 20 hours.

Staff Product Designer - Broadcom, Seattle WA 2023 – 2024

- Led design efforts across 9 teams and 5 designers maintaining the Tanzu Developer Portal.
- Co-created the TAP Design System and contributed to the initial Clarity for Backstage design system.
- Received 15 commendations from peers and managers for contributions and collaborative efforts.

Senior Product Designer - VMware, Seattle WA 2021 – 2023

- Designed and launched the Tanzu Developer Tools extension from 0 to 1 across 3 integrated development environments in 18 months, achieving over 1,000 downloads and a 5-star rating.
- Conducted usability testing with 21 developers across 25 sessions to validate designs and roadmap.
- Verified implementation of design in over 100 Jira tickets, identifying 14 critical-level errors.

Lead User Experience Designer - IBM, Cambridge MA 2018 – 2021

- Led a team of 3 designers in creating B2B user experiences for SaaS storage management software.
- Co-led Design Thinking training, graduating 46 individuals and 10 coaches over 3 sessions.
- Developed a recruitment strategy resulting in a 340% increase in research participant sign-ups.
- Implemented a method to track usability research across 6 products and 18 designers.

User Experience Designer - IBM, San Jose CA 2013 – 2018

- Mentored 18 designers in IBM Design Thinking principles using IBM Design Leadership Training skills.
- Authored a guide for conducting on-site usability studies, utilized by 3 product teams and 10 designers.

EDUCATION

University of California – San Diego, 2013

B.S. Cognitive Science: Human-Computer Interaction

SKILLS

Figma, Design Systems, Premiere Pro, Unity, Sketch, Miro, Mural, UserZoom, Adobe Illustrator, Photoshop, Office, Google Workspace, Kubernetes, Docker, Azure, GCP, AWS, PCF HTML, CSS, JavaScript, PHP, Python, Java, C#, Matlab

ACTIVITIES

- VMware Regional Ambassador Lead (*8 person team*), Q&A Moderator
- Volunteer Wish Granter, *Make-A-Wish (8 years)*
- IBM Volunteer Outreach Council, *Grant Voting Councilmember*
- Webmaster, *UCSD Video Game Development Club*
- **Interests:** engaging experiences, expanding technical mastery, travel, answering “why?”