
Objective

I'm a detail-oriented UX designer based in Dallas, Texas, driven to make an impact in fast-paced, collaborative environments. I'm passionate about harnessing the power of AI to craft smarter, more intuitive experiences that enhance clarity, boost efficiency, and deliver meaningful results for users.

Experience

Citi Group | **Vice President of UX Design**

Sep 2022 - Current

Designed solutions for existing and new products within Citi Retail Services, while leading weekly workshops on AI adoption, mentoring team members, and delivering on stakeholder expectations with design first thinking. Following success within CRS and the Design and launch of CitiPay, I transitioned to Citi's Markets and Transformation division with a focus on AI implementation and governance through design.

- Reduced the completion time of U.S. government-mandated internal progress reports by 90% through the design of a conversational AI platform that allows for indexing, reporting and guidance to the internal end user.
- Spearheaded the design and execution of cross-platform user experiences, ensuring consistency and cohesion across the design ecosystem.
- Offering hands-on guidance to seasoned designers as well as design interns starting their careers by facilitating strategic design reviews and critiques, promoting a feedback-rich culture
- Led a complete migration of systems and processes while bringing in design inhouse from third party, this resulted in a cost savings that allowed to bring on more internal design partners while reducing our dependency on vendors

JPMorgan Chase & Co. | **Sr UX Designer of Small Business Lending**

Oct 2019 - Sep 2022

Created meaningful experiences within the small business and commercial banking line of business.

- Conducted user-centered research to inform and elevate design decisions, achieved through direct user interviews
- Created storyboards to visualize and align stakeholder vision into tangible results by setting a clear roadmap
- Actively contributed to JPMC community outreach initiatives
- Fostered strong communication between design teams and key stakeholders by establishing touchpoint cadence
- Optimized onboarding for Business and Commercial clients by reducing points of client friction during signup
- Led desk checks and presented design solutions to cross-functional teams

Softvision Cognizant | **UX Designer**

Dec 2018 - Oct 2019

Provided UX expertise and strategic insight for a Big Four accounting firm and the world's largest mining and manufacturing company headquartered in Minnesota.

- Created detailed style guide and design system
- Provided written use cases for all elements
- Led UX efforts across an international team
- Designed an AI-driven predictive maintenance solution based on material wear and environmental weathering
- Performed comprehensive design audit of clients largest applications spanning over 200 pages

The Potter's House | **UX Designer**

Feb 2016 - Dec 2018

Established the organizations first UX practice from the ground up, defining processes, goals, expectations while championing a design-led approach to User Experience.

- Standardized and implemented personas
- Designed and launched conference websites for 1,000 / 100,000 attendees
- Oversaw up to 8 site deployments at a time.
- Creating visual assets for social media outlets totaling over 10 million followers
- Increased Y.O.Y. donations by 200% by creating online platforms for online donations

Barclays | **Jr UX Designer**

Jul 2015 - Feb 2016

A member of a five person team, designing a multifaceted internal audit system, my responsibilities included,

- Wireframing
- Presenting to stakeholders
- Creating animated mockups
- Led the design efforts of sprints
- Maintaining visual asset documents
- Collaborating Closely with front-end developer

Past Experience

JCPenney • User Experience Designer
Cartier • Client Relations and Sells

Additional Interest

Gen AI • Augmented AI • Photography • Video Editing • Cinema 4D • Final Cut Pro • After Effects • Drone Flying • VR/AR • Movies • Podcasts