

Objective:

Senior Product Designer seeking a position where I can apply my 7 years of user interface design, user experience research, product development, and web production to optimize business revenue and expand the growth of organizations.

Education:

Palm Beach Code School - 2016

Front-End Web Development Certification

University of Wisconsin Milwaukee - 2014 BA Global Studies

Certificate in International Business

Minors in Spanish, Business Administration

Dean's List

Universidad de Sevilla - 2012

Study Abroad Semester, Empresariales

Skills:

• User Experience Design -

Figma, FigJam, Miro, ChatGPT, Adobe Creative Suite, Invision, Principle, Axure

• Content Management -

Wordpress, Hubspot, Magento

• Coding Skills -

HTML, CSS, Javascript, SQL

• Project Management -

JIRA, Confluence, Asana, Aha, Zeplin

• Email Campaign Management -

MailChimp, Litmus, Postup, ConvertKit

Certifications:

• Hubspot -

Content Marketing, Email Marketing, Inbound Marketing, Growth-Driven Design

• Google -

Google Adwords, Google Analytics

• CIW -

Web Development Associate

Work History:

July 2023 - Present

Senior Product Designer (Remote Contract)

Walmart | Bentonville, AR

- Developed enterprise product concepts based on user needs and goals
- Conducted user research to define 5 different user personas for B2B enterprise solutions
- Designed the Brand Shop builder for Walmart's top brands (including Sam's Choice, Great Value, Equate)
- Organized the hierarchy of the UI based on data-driven user experience research with 39 participants
- Incorporated a seamless design system that facilitated complex uploading flows and data visualization

February 2023 - June 2023

Product Designer, Design Systems (Remote Contract)

Cigna Healthcare | Bloomfield, TX

- Rebranded and rebuilt the Cigna Healthcare UI Design System for over 190 million users
- Fostered collaboration and consistency across teams by working closely with product managers, designers, and engineers
- In less than 3 months, designed elegant flows and interactions for Cigna's marketing analytics dashboard (Contour Insights)
- Ensured platform-wide consistency through documentation of use cases and UI elements
- Communicated and implemented technical strategies for cross-functional teams

April 2022 - January 2023

UX Researcher/Designer (Remote Contract)

Chick-fil-A | Atlanta, GA

- Conducted 10 one-on-one licensee and management interviews to create a user-friendly sales portal dashboard design with enhanced features
- Presented research data to key franchisee executives and engineering teams, spearheading overhauls in UX approaches
- Designed a UX-optimized licensee and administrative sales portal UI dashboard for over 2,600 restaurant locations
- Enforced consistency in the development and management of best practices and research plans through a complex design system



Work History (Continued):

September 2021 - April 2022

Product Designer (Remote Contract)

Bayer Crop Sciences | Saint Louis, MO

- Conducted a full UX audit of the Bayer Crop Sciences site and its 28 international subsidiaries resulting in a 33% lift in successful conversions
- Researched effective methods for the organization of information architecture for user-experience features including calculators, filters and dashboards
- Developed a design system including typography, color, iconography, components, grids and documentation using atomic design methodology

January 2021 - September 2021

Product Designer

Saatva | Austin, TX

- Designed an E2E ecommerce app for customers to make direct purchases and track the shipping progress
- Increased click-through rates by 150% for the navigation re-design resulting in \$3.4M revenue lift
- Facilitated the design process with product managers and developers from wireframing to prototyping including the blog, account management center, B2B affiliates, HR recruitment dashboard, iOS mobile app and relevant userflows
- Communicated solutions to stakeholders in a manner that simplifies complexity and generated excitement
- Identified areas of need, plan and execute A/B and multi-variant testing to drive improvement in user experiences

March 2020 - Present

Founder, Creative Director (Freelance)

AK Product Design | Austin, TX

- Create, manage and develop brands' portfolio of digital content assets
- Manage freelance graphic designers for quality control, brand management, and general project scope
- Research, design, and prototype more approachable and valuable user experience
- Resdesign antiquated websites, dashboards, and other user experiences
- Develop new e-commerce brands through research, visual design and digital marketing strategy

November 2019 - February 2021

UX Designer (Freelance)

Breslin Media Group | Las Vegas, NV

- Development of branding, UX design and copywriting for entrepreneurs and small B2B businesses
- Collaborated with developers to create landing pages that lead to conversions with inbound marketing strategy
- Oversaw product design of Fully Booked Digital Print and American Wig Association

August 2017 - January 2021

Digital Content Designer & Producer

Kingsisle Entertainment | Round Rock, TX

- Oversaw the development of HR recruitment dashboard design resulting in a more robust vetting process for new hires
- Created the branding guidelines and style guides for the design departments
- Raised \$945K in revenue creating new e-commerce bundles
- Doubled the profit for email promotions from \$37k to \$75 in Q3
- Oversee web production and content management systems
- Redesigned the corporate website with wireframing, prototyping, and implementation

January 2017 - July 2017

Digital Marketing Manager

Sharkbite SEO | Delray Beach, FL

- Conducted detailed content audits and oversaw maintenance of UI component library
- Increased the number of website traffic by an average of monthly 20% for legal clients
- Managed a monthly social media budget of \$2-10K per client
- Edited content of each online publication including web pages, blogs, and whitepapers
- Managed a team of graphic designers and writers to execute an inbound marketing strategy

References Available Upon Request