

Experience

UX Focus Area Lead, Fidelity Investments: March 2024 - Present

- Led design teams in the digital account management and money movement product areas for the WealthscapeSM platform
- Mentored, managed workload and helped navigate ambiguity for associate and senior-level designers
- Facilitated cross-functional, end-to-end collaboration between feature groups through holistic systems-thinking balanced with creative, emotional design
- Led strategy and design for the future vision of product areas, driven by thoughtful, meaningful design principles with emphasis on research, usability and accessibility

Principal UX Designer, Fidelity Investments: July 2022 - Present

- Played a direct role in design leadership, direction, process evolution, user flows, interfaces and prototype interactions for multiple agile development teams through vivid storytelling and simplification of complex problems
- Led design for the Fidelity Bloom[®] Android app
- Demonstrated thought-leadership by training and mentoring fellow designers on best practices in Design Thinking and Figma
- Partnered with UX researchers to gain quantitative and qualitative insights which enhanced product design and helped non-design team members focus our efforts and priorities on items that mattered most for our users
- Championed and contributed to our enterprise design system

Senior Product Designer, Genesys Cloud: July 2016 - July 2022

- Collaborated with product managers, engineers, researchers and designers to develop end-to-end features across nearly every product area with focuses on reporting & analytics, agent experience, and workforce management (cloud desktop app & Android app)
- Conducted autonomous user research and usability testing
- Obtained certification as a Design Thinking Coach

User Experience Designer, Centerline Digital: December 2013 - July 2016

- Collaborated with researchers, content strategists and designers to deliver design and digital strategic thinking for IBM, GE, and National Instruments
- Led UX design for National Instruments' website (1M+ international monthly visitors), supported their Digital Transformation initiative, and developed an innovative information architecture for their product catalog

Mobile Developer & UX Strategist, Two Toasters: December 2011 - December 2013

- Partnered with senior developers to code iPhone apps for clients like Zumba Fitness and Birchbox
- Conducted autonomous usability testing for iOS and Android apps
- Proactively worked to institute a lean UX process for the company

Front-end Web Developer, Capstrat: May 2010 – December 2011

- Built interactive, responsive website UIs for clients like ACPA and Siemens
- Designed and coded Adobe Flash animations and games for marketing campaigns

People Skills

- Trust and relationship building
- Cross-functional collaboration
- Mentorship
- Public speaking
- Client and internal presentations
- Empathy and adaptability to work with everyone from interns to CEOs in diverse cultures and environments.

Technical Skills

- **Expert:**
 - Figma
 - Adobe Illustrator
 - Adobe Photoshop
 - UserTesting.com
 - Miro
 - Jira
 - Confluence
- **Advanced:**
 - HTML5/CSS3
 - Javascript/jQuery
 - Python/Django
- **Intermediate:**
 - Swift/SwiftUI
 - Kotlin/Jetpack Compose

Education

University of North Carolina at Chapel Hill B.S. in Information Science (2010)

- Computer Science Minor

- UX Internships with Capstrat & Ruzuku
- Marching Band
- Concert Band
- Phi Mu Alpha Sinfonia