

Product Design Leader

Energetic team leader with a strong ability to multi-task
Superior problem solving and time management skills
Excellent communication and interpersonal skills
Meticulous attention to detail

- HTML/HTML5
- CSS2/CSS3
- JavaScript/jQuery
- CLI/GIT
- Sketch
- Illustrator
- Photoshop
- InVision
- InDesign
- After Effects
- User Research
- macOS

First American Financial Corporation, Santa Ana, CA

Product Design Manager

2020-Present

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Senior UX Designer

2017-2020

Accomplishments:

- Created vector-based UI assets via Sketch symbols and or InVision DSM (utilized by designers).
- Designed and developed a VanillaJS Design System to quickly access various HTML/CSS components aiding in rapid development (utilized by developers).
- Created the markup for the HTML/CSS components included within the Design System e.g., buttons, inputs, dropdowns, search bars, headers, footers, responsive grids/tables/templates etc.
- Co-created a responsive Angular/Bootstrap application included within the Design System as a downloadable boilerplate template.

Responsibilities:

- Lead cross-team conceptual development through strategic thought leadership by implementing unmatched experiences that represent the most customer-centric intersection between design, business, content, and technology.
- Champion cohesion in design that unites a growing family of products and features, while continuing to deliver and evangelize a fervent culture of invention and innovation.
- Architect project specific UX road maps leveraging a variety of UX methodologies.
- Conduct persona research to identify target demographics.
- Leverage research to support UX/UI recommendations.
- Create low-fidelity wireframes to aid in UI validation.
- Create high-fidelity mockups and prototypes.
- Develop HTML/CSS/JS prototypes to streamline engineering efforts.
- Work closely with engineering teams to ensure designs are fully actualized.
- Model excellence in design, while growing and developing fellow designers.
- Demonstrate systems-level design thinking, delivering design solutions that scale.
- Advocate the user throughout the development lifecycle promoting user-centered design.
- Direct the visual appearance of new features and enhancements to ensure a consistent user experience.

Panasonic Avionics Corporation, Lake Forest, CA
UX/UI Designer III (Global Communications Services)
2011-2017

Accomplishments:

- Developed a method to rapidly build airline microsites. This process reduced campaign deployment lead times from 30 days to 2 days, increasing both creative bandwidth and revenue opportunity.
- Created developer documentation surrounding the process of creating, managing and deploying responsive microsites via remote repositories. The process and documentation are aimed towards users with limited technical expertise, allowing greater output from non-technical contributors.

Responsibilities:

- Produce high quality visual designs from concept to completion for desktop and mobile devices.
- Support airline in maintenance of connected airside passenger applications and experiences.
- Develop visual strategies to support interactions that deliver a consistent user experience.
- Provide direction regarding development methodologies, frameworks, and processes.
- Drive project scoping for the development of new products and product lifecycles.
- Develop HTML/CSS/JS prototypes based on initial user research design efforts.
- Create personas and wireframes based on user centered design and research.
- Design conceptual wireframes and convert them into prototypes.
- Manage International and Domestic accounts.

Additional Experience:

MBA Design Team, Mission Viejo, CA
Creative Director
2010-2011

XOWii LLC, Newport Beach, CA
Art Director
2009-2010

Sutra, Costa Mesa, CA
Senior Graphic Designer
2007-2009

Pearlworks Architectural Details, Tustin, CA
Graphic Designer (freelance)
2007-2009

Taylorred Inc., Costa Mesa, CA
Graphic Designer
2005-2007

Advert Inc., Huntington Beach, CA
Graphic Designer
2003-2005

Education:

Interaction Design Foundation (Online UX) HCI - User Experience Research 2017-2020
Codecademy (Online Computer Science) Full Stack Programming 2015-2017
Saddleback College (Orange County, California) Computer Science/Graphic Design 2007-2009
Corcoran College of Art and Design (Washington DC) Graphic Design/Illustration 1998-2002

Non-Profit Contributions:

Interaction Design Foundation, Mariners Church, The Friendship Shelter, The Breast Cancer Fundraiser.