

Summary -

Always seeking to learn and grow, thriving in challenging environments. Recently led design efforts for a tech startup from day one through three funding rounds, helping achieve \$5M+ quarterly sales. Strength lies in shepherding designs from ideas to adopted products, focusing on user needs and teamwork across departments.

Work Experience -

Senior Product Designer/Team Lead

Hybrid

GoSource | April, 2022–Present

- Developed a comprehensive UX/UI strategy for both web and mobile platforms, facilitating feedback sessions with stakeholders across four teams to ensure alignment on design goals.
- Expedited the approval process, resulting in over 95% on-time product delivery.
- Ensured alignment on customer-focused goals, leading to the successful launch of four major features within tight deadlines.
- Mentored junior designers and managed team priorities to align with business growth, resulting in reduced project delivery times and increased design output quality across the team.
- Leveraged competitive analysis and user interviews to identify market gaps and opportunities, resulting in new features that furthered user satisfaction.
- Conceptualized detailed user journey mapping to identify pain points, leading to advanced resource allocation and enhanced user experience across key touch-points.
- Applied design thinking and data-driven methodologies to iterate designs based on user feedback, testing, and analytics, resulting in increased user engagement and product adoption.
- Generated a comprehensive design system with accessibility standards, streamlining workflow for designers and developers, resulting in faster time-to-market and magnified competitive advantage.
- Led design reviews by clearly presenting challenges, design decisions, and managing stakeholders, resulting in project efficiency and ensured timely deliveries.
- Created comprehensive design specifications and assets for development teams, streamlining handoffs and reducing implementation errors, resulting in faster development cycles.

Senior Product Designer

Remote

Endeavor | March, 2021–April, 2022

- Conducted comprehensive analysis of qualitative user data and competitive landscape, redesigning the sales platform and contributing to projected sales of over \$1B for high-end experiences and events like the Olympics and NFL.
- Facilitated cross-functional collaboration between 4 teams to identify technical constraints, accelerating time to market, optimizing efficiency and maximizing resources.
- Executed a redesign of the On Location platform's UI to ensure responsiveness on desktop, tablet and mobile devices, ensure a seamless experience for thousands of users.

UX/UI Designer

Remote

Tangible A.I./BlankPage | January, 2021–March, 2021

- Led an initiative to complement limited prior research with targeted user interviews and surveys, uncovering key pain points for three user segments.
- Leveraged research data to identify clear goals, leading to more aligned product development and exceptional user experiences.
- Conceptualized qualitative and quantitative data to design a user-friendly interface for AI-powered educational software, enhancing overall user engagement and satisfaction.

UX/UI Designer

Petaluma, CA

Hermease | August, 2020–December, 2021

- Developed three unique prototype iterations through focused feedback sessions with users; gathered insights from over 20 participants to inform design improvements that directly addressed critical traveler pain points.
- Conducted comprehensive user testing with 15 participants, refining information architecture based on direct feedback; changes that resulted in a 50% increase in task completion rates within the product interface.
- Delivered a final prototype offering streamlined trip planning tools and resources for managing unexpected circumstances, enhancing overall user experience and travel preparedness.
- Delivered comprehensive design assets including flows, font, color, and component libraries, facilitating seamless hand-off and consistent implementation across the product.

Visual/Graphic/Product Designer

Petaluma, CA & Providence, RI

James Porter UX/Anvilhead Designs (Freelance Brand) | 2009–September, 2020

- Conducted UX design processes for 5+ new product launches at Schulberg Media Works (2014-2018) as Response Designer.
- Collected qualitative user data to inform design decisions, ensuring clarity and effectiveness in user interfaces.
- Employed responsive web designs to deliver consistent and positive user experiences across desktop, tablet, and mobile devices.

Skills -

Techniques - UX Research & Testing, Competitor Analysis, User Persona Development, Journey Mapping, Information Architecture, Wire-framing, Prototyping, Usability Testing, Mobile First Design, UX Design, UI Design, Interaction Design, Visual Design, Usability Principles

Tools & Frameworks - Figma, Adobe Creative Suite, Miro, Twilio, Mailchimp, Jira, HTML/CSS

Education -

UI/UX Design Boot Camp

Springboard

Print & Web Design Certificate

University of Rhode Island

Bachelor of Fine Arts (BFA) - Drawing & Printmaking

Sonoma State University