

## Experience

### StartNX

Designer Consultant  
2023 to PRESENT

Provide expert UX/UI/Product Design consulting services for 3 social media related apps supporting the creation of visual and branding assets.

Lead a team to maintain style guide & implement new design thinking strategies working closely with cross-functional team.

Created wireframes, screen-flow diagrams, conducting competitive analysis, research, and UI spec documentation for apps using Atomic Designs & Design System.

Design workable prototypes using HTML, CSS, and JavaScript

### IBM

SR. UX Designer  
2022 to 2023

Led UI/UX designs for Salesforce related apps, including alignment amongst team to execute vision.

Led redesign efforts to refocus user experience and interaction with Salesforce Experience and Sales cloud platforms, including AI integration.

Developed user-centric prototypes, user journeys leading to improved customer interactions and CX experience using operational data efficiency and accessibility.

### Guidewell Connect - Florida Blue

UX Architect/ Designer  
2015 to 2022

Created and designed the Florida Blue mobile app, significantly increasing user satisfaction with 140k users in one month.

Implemented design systems that enhanced UI/UX consistency across multiple platforms related to healthcare industry.

Led conceptual product design initiatives to improve user experience creating prototypes and using research insight, also implementing content architecture.

Refine design directions and lead the planning and structuring of deliverables and design thinking strategies across different healthcare related products and services related to customers and sale agents.

### PixelBlink Studios

Designer Consultant  
2005 to 2016

Developed strategic partnerships, providing innovative design solutions that enhanced interface design and system integration for key vacation rental industry projects, including mobile responsive sites.

Managed the design of interactive elements for complex systems, ensuring intuitive user experiences across diverse platforms.

Created interactive digital prototypes, combining advanced design techniques with user-centric approaches to significantly increase user engagement and elevate brand experiences.

### ARSC Aerospace

Sr. Web Editor - Designer  
2004 to 2005

Managed web-based projects that increased stakeholder engagement and improved communication flows within NASA's Space Shuttle program.

Developed design thinking and user-centered strategies for enhanced visual representation of scientific aerospace data and insights, significantly boosting user interface and experience across internal platforms.

## EDUCATION

### Master of Arts in Media & Communication

New York Institute of Technology, NY

### Bachelor of Science in Architecture

New York Institute of Technology, NY

## CERTIFICATIONS

Salesforce Certified Administrator

IBM Accessibility Advocate

IBM Enterprise Design Thinking

IBM Agile Process

## SKILLS

User Experience Design

Interaction Design

User Interface Design

User Research & Testing

Strategic Design Thinking

Human-Centered Design

Wireframing & Prototyping

Design Systems

HTML, CSS, JavaScript

Mobile App Design

Web Responsive Design

SaaS Design

Accessibility Compliance /WCAG

Project / Team Management

Agile methodology

## TOOLS

\_ Figma

\_ Adobe XD

\_ Sketch

\_ Adobe Creative Suite

\_ JIRA

\_ Mural

\_ User-Zoom

## Team Mentoring

Provided guidance and mentorship to junior designers at ADPLIST.org

More about my previous work experience is available in my portfolio