

StartNX

Consultant UX / UI and Product Designer | 2023 to Present

- Spearheaded design projects with a focus on leadership, leading cross-functional teams to deliver innovative SaaS product solutions.
- Leveraged senior-level UI/UX design expertise to craft delightful, intuitive, and fluid user experiences. Utilized advanced design tools like Figma.
- Embraced creativity, pushing conventional design boundaries to create truly differentiated experiences, consistently exceeding client expectations.
- Articulated complex design concepts and decisions clearly, engaging both technical and non-technical stakeholders effectively.
- Demonstrated a deep passion for design, staying ahead of industry trends to ensure the creation of modern, user-centered products.

IBM

Senior UX Designer | 2022 to 2023

- Led a team of designers in developing and maintaining comprehensive style guides, driving the adoption of innovative design thinking strategies.
- Directed the UI/UX design for Salesforce-related applications, ensuring a unified vision and seamless integration of AI technologies to enhance product interfaces.
- Created wireframes, prototypes, and detailed user journeys that improved customer interaction, leveraging strategic design thinking to elevate the overall user experience.
- Advocated for accessibility and human-centered design, conducting usability testing and research to align product design with user needs and business goals.
- Excelled in communication, conveying design decisions to diverse audiences, ensuring alignment with both technical and non-technical stakeholders.

GuideWell (Florida Blue)

UX Architect & UX Strategist | 2015 to 2022

- Directed the redesign of the Florida Blue mobile app, resulting in a significant increase in user satisfaction and rapid growth to 140k users within one month.
- Led conceptual product design initiatives that pushed the boundaries of conventional healthcare app design, resulting in enhanced user experience and customer satisfaction.
- Implemented and managed design systems that improved consistency and quality across multiple platforms within the healthcare industry.
- Fostered strategic partnerships, delivering innovative design solutions for vacation rental industry projects, which significantly enhanced system integration and user interface design.
- Championed user advocacy through in-depth research and whiteboard sessions, ensuring that the user remained at the center of every design decision.

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

More about my previous work experience is available in my portfolio