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SUMMARY

Product Designer with 7+ years of experience leading end-to-end design for complex, multi-platform systems. Specializes in simplifying high-friction workflows and translating ambiguous requirements into scalable, user-centered solutions. Proven track record of driving measurable business impact through experimentation, including +5% conversion lift and $400K+ in annual revenue. Experienced in designing across mobile, web, and design systems.

EXPERIENCE

AppFolio ***Product Designer (UX/UI) - Growth*** *2022 - Present*

Lead designer on renters insurance team responsible for transforming purchase workflows into accessible, simple and high-conversion experiences.

- **Led design of a multi-step insurance upload and verification system,** enabling real-time policy validation and increasing valid submissions by 17% while improving transparency for both residents and property managers.
- **Designed for complex multi-user scenarios** where insurance compliance depends on multiple financially responsible occupants, defining system behavior and user messaging across onboarding, tenant portal, and policy management experiences.
- **Owned experimentation strategy across onboarding and purchase flows,** delivering A/B tested solutions that increased conversion by up to 5% and generated $400K+ in annual revenue.
- **Led end-to-end design for replatforming** a core purchase experience from web to native mobile, improving scalability and aligning with a modern design system.
- **Mapped and refined complex workflows** for residents and property managers to create consistent, transparent experiences.
- **Collaborated cross-functionally** with PMs, engineers, QA, and analytics to rapidly iterate, validate assumptions, and ensure design decisions met both user needs and business goals.
- **Explored AI-assisted design workflows** to improve content clarity and consistency across insurance experiences, reducing iteration cycles and aligning with evolving voice and tone standards.

DesignLab ***UX Design Mentor*** *2021 - Present*

Mentored UX Academy students through their course and assignments, providing feedback, resources, and industry insights to strengthen design skills and portfolios.

Home Depot (via Synergis) ***Senior UX Designer*** *2021 - 2022*

Collaborated across multiple squads in an Agile environment to design scalable digital solutions for enterprise and consumer-facing tools.

- **Led discovery and research activities** including workshops, interviews, and usability testing to deeply understand workflows and pain points across a highly complex retail ecosystem.
- **Created journey maps** to align stakeholders on user and business needs.
- **Designed and prototyped multi-platform solutions** that streamlined tasks for both end-users and internal support teams, ensuring clarity across touchpoints.
- **Partnered closely with developers and product managers** to ensure interaction details were implemented with accuracy and accessibility.

CenterPoint Energy ***Interaction Designer and Developer*** *2018 - 2021*

Worked on an agile product team to improve customer-facing and internal systems for a major energy provider, with a focus on accessibility and reducing operational costs.

- **Executed end-to-end UX design** from concept, wireframes, and prototypes through production for web and mobile applications.
- **Improved transparency and reduced call volume** by designing a customer portal that simplified account management and support workflows.
- **Conducted user research and usability studies** (interviews, surveys, and observation) to identify usability challenges and translate insights into clear design solutions.
- **Advocated for accessibility** by implementing WCAG-compliant UI interfaces and ensuring inclusive design practices.

EDUCATION

University of Houston — *Computer Engineering Technology 2007-11*

SKILLS

Design Prototyping, Product Strategy, Design Systems, User Research and Testing, AB Testing, Information Architecture, Figma, Accessibility Auditing and Implementation, Experimentation and Optimization
Front-End Web Development HTML CSS JavaScript WordPress