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SUMMARY

Product Designer with 7+ years of experience designing complex, multi-actor systems across web and mobile. Specializes in simplifying high-friction workflows in regulated domains, with a strong focus on conversion, compliance, and clarity. Proven track record of driving measurable impact through experimentation, including multiple A/B tests generating up to 5% conversion lift and \$400K+ in annual revenue.

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 strategy for renters insurance experiences**, transforming complex, compliance-driven workflows into clear, high-conversion user journeys.
- **Designed a multi-step insurance upload and real-time validation system**, increasing valid submissions from ~65% to ~79% (+17%) while improving transparency for residents and property managers.
- **Designed for complex transactional systems involving financial, compliance, and multi-user dependencies**, ensuring clarity in high-stakes user decisions.
- **Defined and implemented experimentation strategy across purchase flows**, driving measurable conversion improvements, with top-performing tests achieving up to 5% lift and contributing \$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.
- **Created 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 initiatives** (workshops, interviews, usability testing) to uncover pain points across a complex retail ecosystem.
- **Created journey maps** to align stakeholders on user and business priorities.

- **Designed multi-platform solutions** that streamlined tasks for both end-users and internal support teams, ensuring clarity across touchpoints.

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.

- **Delivered end-to-end UX** for customer and internal systems across web and mobile platforms.
- **Reduced support burden** by improving transparency in account management and service workflows.
- **Conducted user research and usability studies** to identify issues and drive design improvements.
- **Implemented accessible, WCAG-compliant interfaces** to support inclusive user experiences.

EDUCATION

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

SKILLS

Product Strategy, Design Systems, User Research and Testing, A/B Testing, Information Architecture, Figma, Accessibility Auditing, Experimentation and Optimization, Claude Code, HTML CSS, JavaScript, WordPress