

Professional Summary

Self-disciplined and empathetic user experience (UX) and user interface (UI) designer with 24+ years professional experience. Balancing wide curiosity and strong analytical mindset to create user centric experiences. Using my hybrid background to analyze, optimize, and define user journeys by listening, gathering, reviewing, and implementing business needs and field requests.

I believe Tron said it best, "I fight for the users". Throughout my career, I strive to be a champion for the users. Effectively communicating brand strategies and designs via concepts, prototypes, documentation, style guides, UI kits, and presentations.

Experience

- 24+ year career encompassing:
graphic & web design,
visual & UI design,
front-end development,
User Experience,
and Product Management.

Skills

- Product Design
- Product Management
- Stakeholder Management
- Brand Development
- Design Systems
- User Experience
- User Interface Design
- Responsive and Mobile Design
- Information Architecture
- Rapid Prototyping (Figma, Sketch, XD)
- Visual Design (Photoshop, Illustrator)
- User Research
- Persona Creation
- Data-Analysis

Tools

- Figma, Sketch, XD
- Photoshop, Illustrator, InDesign
- Coda, Dreamweaver
- Power Apps
- Angular, React, jQuery

Certifications

- **UX Master Certificate** earned May 2019.
 - Issuing organization: Nielsen Norman Group
 - Specialties
 - UX Management
 - UX Research
 - Mobile Design
 - Credential: [1019056](https://www.nngroup.com/certifications/ux-master/)



Education Highlight

- **Multimedia/Animation Diploma** earned in 2005.
 - Platt College – San Diego, CA; Attended 2004 – 2005.
 - GPA: 3.6, Dean's List awarded for complete program.
- **Bachelor of Fine Arts (B.F.A.) in Visualization and Design** earned in 2002.
 - Silicon Valley College – Fremont, CA; Attended 1998- 2002
 - GPA: 4.0, Dean's List awarded for complete program.

Career Spotlight

Lam Research, Fremont, CA
KM Principal UX/UI Designer

05/2017 – Current

Management

- Supervise small teams of engineers and designers across multiple departments and regions through all phases of product development, ensuring best practices, brand adoption, and application suite consistency.
- Spearhead weekly feedback sessions with product team, key regional stakeholders, and field champions to obtain, prioritize, and implement new features.

UX Design

- Owning the overall UX vision, including discovery, strategy, and prototypes of all 9 Knowledge Management (KM) products and consulting for all Lam Research applications.
- Integrating field research and feedback to produce personas, concepts, user flows, and low and high fidelity prototypes for all KM applications using Figma.

UI Design

- Designing strategies and assets for sites and applications, including global navigation, page layouts, web portals, icons, imagery, effects, components, color-theory, typography, and overall visual esthetic.

Research

- During the introduction of our pilot applications, I designed and taught in-person training programs and course material for global champions in Japan and China.
 - While on-site at global locations, I conducted field research for discoveries, case studies, and surveys.

UX BACKGROUND

Logitech, Newark, CA

Senior UX Architect

10/2013 – 05/2017

Management

- Conducted meetings and educating vendors, regional teams, and business group leaders on responsive web design, best web practices, and site optimization to match with brand guidelines.

UX Design

- Designed and developed new responsive site architectures, in Dreamweaver and Omnigraffle, including prototypes, page layouts, grid structures, and modular based HTML widgets.
- Established web brand guidelines, redlines, and documentation to educate & define company's web presence for vendors, business managers, and team members.

UI Design

- Used Photoshop and Illustrator to design all UI elements to be used across all sites from concepts through production.
- Instituted a consistent look and feel for all page elements matching the newly established brand guidelines.

Research

- Improved site performance (19.4% decrease in bounce rate, 9.71% lift in time spent on page based on Y.O.Y. data) by developing new responsive site and optimized page layouts based on A/B tests data.
- Optimized site structure using Internationalization, taxonomy, and content to support 44 global languages.

TIBCO Software, Palo Alto, CA

UI Developer - Contract

3/2013 – 10/2013

UX Design

- Designed more intuitive application for a mass data management (MDM) tool based on in-depth discovery and user requests.
 - Improved user flow by designing more familiar iconography, redesigned page flow, decreased amount of application pages and increased more in-page animations, pinnable menus, and section options.

UI Design

- Designed and developed the applications UI elements, "pre-built" HTML modules, and ensured the responsiveness of the application in all devices.

Empowered Careers, Campbell, CA

Software Engineer – Front End

5/2012 – 12/2012

UX Design

- Developed dynamic and static prototypes consistent with application and partner guidelines.

UI Design

- Designed UI for iOS web portal application geared towards team-sharing and included surveys, login screens, dashboard, notification alerts, multipage forms, and media sharing environments.

Academix Direct, Mountain View, CA

Lead Web Developer

12/2011 – 5/2012

UX Design

- Designed 4 education-based lead gen sites while applying learning's from data and user studies.

Management

- Mentored and lead a small team of 3 designers on design aesthetics and web imagery optimization techniques.

Remilon LLC, Mountain View, CA

Lead Web Developer

6/2010 – 12/2011

Management

- Cultivated a small team of 5 cross functional web designers and developers during the early start-up phase of the company.

Research

- Attended SEOmoz seminars and development courses to further my knowledge of SEO, web analytics, site optimization, user funnels, page design layout, scroll reach, and user attention.