

## PRINCIPAL PRODUCT DESIGNER

BrainGu \ \ March 2021 - Present

- Redesigned application workflows, reducing critical planning processes, optimizing information architecture, and enabling remote collaboration.
- Grew the design team from 2 to 5 designers then continued mentorship as the team continued to increase in size.
- Operated as Design Lead for apps vertical, defining processes, refining QA and implementation standards, and enabling cross-team functionality.
- Created and maintained a tokenized design system, improving consistency for hundreds of features across multiple applications and discrete components.
- Led design sprints and in-person user testing, translating customer feedback into high-impact features (e.g., map-based drawing tools, asset management, RBAC systems, etc.) that resulted in improved customer adoption.
- Spearheaded scoping and acceptance criteria alongside product owners and lead developers while implementing metrics and insights that allowed teams to align to an actionable definition of "done" for individual features.
- Contributed to front-end development to ensure adherence to design guidelines, streamlining the QA process and accelerating feature delivery.

## UX & MULTIMEDIA DESIGNER

DWWTC & DWWMedia \ \ January 2010 - March 2021

- Led UX design, UI design, and front-end development for enterprise SASS applications, focusing on secure, scalable, and user-centric workflows.
- Leveraged analytics, usability testing, and stakeholder interviews to create intuitive user flows, wireframes, and prototypes that improved task efficiency and reduced administrative overhead.
- Drove collaboration with cross-functional teams to refine brand design, marketing automation strategies, and learning solutions, resulting in optimized user experiences and enhanced data-driven decision-making.
- Streamlined course management by developing bundled class options and improving site search functionality, increasing user engagement and alignment with sales team needs.
- Reduced overhead by integrating lab deployment, configuration and access into a series of APIs and micro-services that leveraged centralized class data.
- Produced a wide range of award-winning products and services for clients.

## ACCREDITATIONS

Nielson Norman Group UX Master • Advanced Google Analytics • Uxcel UX/UI Design Foundations • Codecademy Introduction to JavaScript

## Skills

Product Design Design Systems  
Prototyping Graphic Design  
HTML Information Architecture  
CSS JavaScript Accessibility  
Empathy Communication  
User Research Data Analysis  
Interaction Design

## Tools

Figma Storybook Chromatic  
Adobe CC FigJam/Miro Git  
Analytics Suites Office Suites  
Research Repositories Jira  
React/Vue AI Tools (LLMs)

## Experience

End-to-End Product Design  
Workshops Usability Testing  
Dev Handoff Journey Mapping  
Presentation Mentoring  
Competitive Analysis  
Responsive Design

## Recognition

AFITC '21 \ \ PRESENTER

Enabling Warfighters Through Direct Access to Developers

NAVAL UX '22 \ \ PRESENTER

Designing for The Warfighter Across JADC2 Applications