

## EXPERTISE

Design Systems  
Creative Problem Solving  
Cross-Functional Collaboration  
Storytelling  
Creative Strategy  
Stakeholder Presentations  
Team Development and Mentorship  
Content Design  
Usability Testing

### Technical Skills:

Figma  
Adobe Creative Suite  
Sketch  
Microsoft Office Suite  
Keynote

## EDUCATION

**Academy of Art University**, San Francisco  
Bachelor of Fine Arts, Graphic Design  
Package Design emphasis

**University of California**, Santa Barbara,  
Master of Arts, Education  
Cultural Perspectives and  
Comparative Education

**University of California**, Los Angeles  
Bachelor of Arts, English Literature,  
Creative Writing specialization,  
Minor: Education Studies

## CERTIFICATIONS

**HarvardX** (*In Progress*)  
CS50's Introduction to Computer Science

## SUMMARY

Versatile **Senior UX Designer** with 15+ years proven success guiding the research, conceptualization, design, and delivery of digital-first products and services. Leverages background in creative writing and design to create experiences that appeal to diverse audiences, leading interdisciplinary teams to transform client requirements and beyond into actionable design strategies and deliverables.

## EXPERIENCE

**Lead UI/UX Designer and Writer** San Francisco, CA / July 2016 – Sept 2024  
**Salesforce / Sales Organization**

Created and presented immersive customer experiences, live demos, and targeted messaging enabling high-impact business strategies for enterprise-level clients, leveraging empathetic design thinking and compelling storytelling to drive service adoption across Salesforce's portfolio. *Key clients included JPMorgan Chase, Uber, NBCU, CVSHealth, Logitech, Ubisoft, and PepsiCo.*

- › Oversaw the research, design, and presentation of a bespoke application aimed at enhancing United Way's corporate giving program, directly influenced the inception and launch of the widely-adopted Salesforce's Philanthropy Cloud and delivered 93% return on investment since implementation for more than 90% of users.
- › Amplified team accomplishments using the department's internal website, centralizing resources for cross-functional engagement to help drive a 50%+ increase in annual contract value and contract renewals.
- › Owned the design of Six Flags' next-generation guest engagement strategy, leveraging augmented reality and content personalization techniques to create a robust application—becoming the official Salesforce live demo for the Travel and Hospitality industry.

**UX Designer 2** Redmond, WA / Feb 2014 – July 2016  
**Microsoft / Windows Design Group R&D: Storefronts and Services**

Enhanced the user experience of Microsoft web properties as a key contributor to multiple internal teams, partnering with engineering and product teams across the organization to promote a culture of continuous testing and growth while strengthening relationships with key consumers.

- › Increased customer engagement across the Microsoft ecosystem as the lead designer of the Edge Default Homepage, unlocking new revenue channels through points of entry to the Microsoft Store and partner content.
- › Partnered with cross-functional team members to develop, test, and present design components, visual layouts, and documentation within the brand's Storefronts and Services division—work was applied to help build Microsoft's design system and component library, informing creative planning across partner teams.

**UX Designer 2** Redmond, WA / Dec 2012 – Feb 2014  
**Microsoft / Windows Brand and Marketing Group**

Partnered with cross-functional teams to drive the evolution of the Windows brand during a period of rapid change, cultivating a deep understanding of industry standards and UX design best practices to help guide the transition to a unified brand identity. Mentored new hires and designers, ensuring alignment with professional development goals and larger brand requirements.

## PREVIOUS ROLES

**Brand + Package Designer** / Tommy Bahama HQ / Seattle, WA  
**Brand Designer** / Hornall Anderson (acquired by Sid Lee) / Seattle, WA  
**Web Designer** / Bath & Body Works / Columbus, OH