

Senior Product Design Leader (With Interim Secret Clearance) with 12+ years creating scalable AI-driven, SaaS, and mission-critical systems. Proven success leading cross-functional teams to ship 0→1 platforms and modernize legacy tools—driving over \$60M in contract wins and 25% revenue boosts. Strategic thinker skilled in UX strategy, systems design, and executive storytelling.

CORE SKILLS

- UX Strategy
- Product Design
- Design Systems
- SaaS Platforms
- Enterprise UX
- AI Interfaces
- Interaction Design
- UX Research
- DesignOps
- Rapid Prototyping
- B2B Platforms
- Stakeholder Alignment
- Accessibility
- Product-Led Growth

TOOLSET

- Figma
- Adobe CC
- Jira
- ChatGPT
- Claude AI
- AI Prototyping toos
- Maze
- Miro
- Design OPS
- Ideogram.ai

AWARDS

GRAPHIC DESIGN USA
GOLD DAVEY
SILVER DAVEY
ECHO

EDUCATION

University of St. Mary - Leavenworth
MBA, Marketing & Advertising Mgmt

University of Texas - Arlington
B.F.A. Graphic Communications

LOUISIANA TECH UNIVERSITY
Mechanical Engineering / Graphic Design

2021 - 2025 | Hypergiant
Design Director

- Led end-to-end design strategy that helped win \$60M+ AI defense contracts through rapid prototyping and narrative design.
- Created scalable systems for spatial interfaces, predictive planning, and web apps used in critical defense contexts.
- Facilitated high-stakes workshops with enterprise and DoD stakeholders to validate concepts under tight timelines.
- Balanced usability, technical feasibility, and mission risk across cross-functional teams.

2021 - 2021 | ModeSens
Director of Design

- Reimagined mobile-first UX merging editorial + commerce to improve activation and retention for luxury fashion-tech.
- Used A/B testing and analytics to drive data-informed design decisions across the responsive platform.

2021 - 2021 | ThriveDX
UX/UI Instructor — University of Madison - Wisconsin, University of Kansas

- Taught and mentored emerging designers through an intensive, university-backed design curriculum focused on real-world application and creative rigor.
- Delivered instruction on UX/UI foundations including design systems, journey mapping, interaction design, and prototyping tools (Figma, Adobe XD)
- Led studio-style sessions with live demos in color theory, wireframing, visual hierarchy, and accessibility best practices
- Provided personalized critique, portfolio development guidance, and career coaching that helped students land roles at top companies
- Fostered a collaborative, critique-driven classroom culture grounded in design thinking and iterative problem solving

2019 - 2021 | LTK
UX Director of Product Design

- Built LTK's first B2B SaaS platform for influencer campaign analytics—reducing workflow time by 80%.
- Designed real-time ROI dashboards and internal tools that increased productivity by 70% and contributed to a 25% boost in sales.
- Led design team and partnered with engineering to overhaul legacy processes into a digital-first enterprise system.

2018 - 2019 | 7-Eleven
Sr. Visual Designer

- Early design lead for the 7NOW delivery app and OneApp integration—uniting rewards, pickup, fuel, and delivery.
- Contributed to autonomous delivery and voice AI prototypes (Alexa), supporting innovation pilots.
- Conducted guerrilla research and in-store testing to optimize mobile ordering flows.

2016-2018 | Rent-A-Center, Inc.
Sr. UX/UI Designer

- Designed POC “Lilypad,” an AI-powered recommendation app for products, styles, and payment options.
- Led concept testing and interaction design for both customer and employee experiences.
- Drove executive alignment through storytelling and interactive demos.

2018 - 2018 (Contract) | TATA
Sr. UX/UI Designer

- Designed purpose-driven mobile banking experience for Gen Z based on user research around values like transparency and social impact.
- Delivered prototypes that influenced long-term product strategy.

Earlier Roles (Creative/Visual Leadership)

PAJ Creative Director	Javelin Art Director	JC Penney Art Director	Houghton Mifflin Sr. Graphic Designer	Firstcom Music Sr. Art Director
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