

I help you build better customer experiences and better designers.

I'm a strategic UX leader with 15 years of experience driving the vision and development of user-centric products. The past 5 years, I've excelled as a UX Product Director, bridging the gap between design, product strategy, and engineering. I have a proven track record of leading cross-functional teams to deliver innovative products that generate millions of dollars in revenue.



Visual Design



UX Design



Leadership

EXPERIENCE

Director, User Experience

8/2019-8/2024

Fishbowl Inventory

I spearheaded the creation of the UX department, establishing a customer-centric approach and a robust user testing program. Outside my day to day tasks I have organized and led volunteer experiences for the company, as well as being part of the employee appreciation program.

Software

Figma, Adobe CS, Miro, Slack, Salesforce, Jira, Confluence, Sharepoint, Microsoft

Results

- Drive Product increased revenue by \$4M
- Easier customer onboarding for the online products decreased implementation time by 47%
- 23% less customers lost during the onboarding process
- ADA compliance update resulted in 32% reduction in customer support calls
- Implemented a design guidelines increasing the productivity and efficiency of new hires

Lead User Experience Designer

8/2012-8/2019

Legrand

Helped build a UI/UX team when Legrand purchased Vantage Controls. Learned many great techniques with customer testing and market research. The teams I worked with were working in an Agile environment. Working on multiple projects at a time with home automation, home audio, commercial automation lighting controls, and home networks.

Software

Sketch, Adobe CS, Miro, Slack, Jira, Confluence, Sharepoint, Microsoft

Results

- Generated \$89M in net new revenue for the first year of the new products
- Allowed customers to have more control of their home which allowed for a 55% reduction in customer calls
- Set up a global design language for Legrand software

Sr. Designer

5/2014-8/2015

NetDocuments

I worked on the UX for the clients software, designed marketing materials for all marketing campaigns and created video content for marketing and training purposes.

Software

Sketch, Adobe CS, Slack, Confluence, Sharepoint, Microsoft

Results

- 27% decrease in search time for customer files
- Increased traffic to the website and increased participation in conventions.

LEADERSHIP PHILOSOPHY

Enablement rather than enforcement

- A leader should inspire.
- They should set a clear vision.
- They should make connections for their team.
- They should clear obstacles.



I enable teams to do their best work, but recognize that the responsibility for doing work belongs with the team. **Giving autonomy & respecting individual design approaches while requiring accountability is my management philosophy.**

I hire people with the skills & background to solve problems, give them the tools, guidance, & training they need to succeed, & then stay out of the way. Push accountability & decision making as far down the chain as possible creates a team of leaders.

DESIGN LEADERSHIP SKILLS

Leader

I lead with **empathy and enthusiasm**. I oversee diverse interdisciplinary teams, fostering relationships with both designers and stakeholders to establish design practices that people want to work with and be a part of.

Design Thinker

Uncovering big ideas drives me for more. I love bringing together cross-disciplinary and client teams to collaboratively solve problems, and have extensive experience planning and facilitating workshops.

Product Designer

I'm **passionate about solving problems**. I'm a designer by trade and meticulous by nature. I have experience leading every stage of the strategic design process, from planning and research to delivery and optimization.

Culture Maker

I'm committed to **building a fun, positive culture** that boosts moral and drives creativity. By fostering open communication and celebrating successes, I create a workplace where everyone feels valued and motivated.

PRODUCT DESIGNING SKILLS

UI - Visual Design

Design's/product's aesthetic appeal and usability with suitable images, typography, space, layout, and color.

UX - Interaction Design

Designing interactive products to help the user have a better experience while completing a task.

Design Systems

A set of building blocks and standards that help keep the look and feel of products and experiences consistent.

Prototyping

The process where teams implement their design to undergo testing.

User Research

The study of target users and their requirements, to add realistic contexts and insights to design processes.

Other Skills Include

UX Writing, Strategy & Vision, Information Architecture, Facilitation, Motion Design and Video.

EDUCATION

Bachelor of Fine Arts
Utah State University - BFA

📅 8/2006-5/2011

Associate Applied Science 📅 8/2000-5/2002
Provo College - AAS