

PROFESSIONAL EXPERIENCE (10+ YEARS)

Freelance & Fractional AI Native Tools, e-commerce, Data Viz, InsurTech
Lead User Experience & Interface Designer < 20 employees
Oct 2024 - present B2B | B2C | C2C

Embedded as Lead Product Designer in early-stage teams: SENDY, Wisary, Love Saro, Paramean, CalDrop

- SENDY.IO – Outdoor Gear Marketplace | e-commerce C2C**
- Led design of a new shopping cart experience where none previously existed
 - Designed homepage structure to balance buying, selling, renting, and community involvement
 - Created gear listing components, filters, and profile features with a focus on trust and clarity
 - Built responsive designs in Figma for web and mobile, guiding overall UI direction

- Wisary.ai – AI Native Document Tool for Product Teams | Confluence App | B2B & B2C**
- Designed end-to-end UX for generating PRDs, user stories, and project docs via AI
 - Created flows for refining AI content and guiding users through structured inputs
 - Supported Jira integration and multi-step document creation inside Confluence

- Love Saro – Permanent Custom Jewelry | e-commerce B2C**
- Designed product discovery experience
 - Designed luxury-feeling collection pages, PDPs, and permanent jewelry booking flows
 - Optimizing the digital experience

- Paramean – Reinsurance Analytics Platform | InsurTech | B2B**
- Designed UI for viewing and interpreting complex financial and risk data
 - Built robust prototype for demos with 25+ data visualizations across three product sections
 - Structured dashboards to support actuarial workflows, with clean visual hierarchy and interaction standards

- CalDrop – AI Native Calendar Formatting Tool | Lifestyle Tool | B2C**
- Designed lightweight tool for turning freeform schedules into useable calendar events
 - Built intuitive input table and single-click public link feature
 - Developed UI system that balances clarity, speed, and zero-friction setup

VF Corporation Apparel, Footwear, & Accessories
UX Digital Consumer Product Designer *Contract* 10,000+ employees
Feb 2024 - Oct 2024 B2C

- Deliverables:**
- I worked concurrently on three brands: Altra Running, Dickies, and Smartwool
- Three new design systems in Figma
 - Updated designs to meet a11y guidelines
 - Enhanced behavior for the user when they are navigating between pages
 - Created and tested prototypes for an improved checkout experience
 - Listened to user feedback via User Testing and presented my findings and recommendations

Transamerica Financial Brokerage
Sr. Digital Experience Designer (UX/UI) *Contract* 10,000+ employees
April 2023 - December 2023 B2C and B2B

- Deliverables:**
- Designed an intuitive digital journey for users to make online contributions to their IRAs
 - Pointed out a gap, defended, and got to design a global experience to fill the gap
 - Updated a heavily used pages for the workplace experience; these complicated pages are unique and dependent on the user's permission level and their dynamic input
 - Participated in defining requirements with stakeholders, engineering, and design
 - Wrote and defended user acceptance criteria for my work

Eta Vision Technology, Data Visualization
UX/UI User Experience Design and Research under 15 employees
2018-2022 B2B

- Deliverables:**
- Created and maintained a modern user interface and user experience for viewing any kind of, and a lot of data
 - Created the internal design system using Adobe Creative Suite
 - Designed the User Experience from scratch
 - Held user studies and provided suggestions based on the data
 - Studied micro-interactions within data visualization
 - Helped define the direction of the product by creating and presenting concepts

Glass Dreams Art/Retail/Wholesale/Supplier
Owner | Artist 2 employees
2006-2016 B2C and B2B

- Deliverables:**
- Incorporated and sustained a business for 10 years, supplying over 45 stores nationally through interstate commerce
 - Designed, marketed, and sold profitable glass product lines in a very competitive marketplace
 - Prepared teaching material and lead instructional glass blowing classes on-site. Designed program and course structure, graduated students and provided proper follow-up

INDUSTRY SKILLS

User Experience <ul style="list-style-type: none">• Competitive analysis• Human centered design• Rapid prototyping• Design thinking - business• User flows• Wire-framing• Information Architecture• List Item Eight• Observation	more User Experience <ul style="list-style-type: none">• Accessibility design• User management design• Workplace design• User empathy• Ideation iterations• Designing and presenting concepts• Mobile-first design• Responsive design• Detail and micro-interaction oriented	People <ul style="list-style-type: none">• Adaptive• Dependable• Independent• Observant• Resourceful• Verbal communication• Visual communication• Empathetic	User Interface (UI) <ul style="list-style-type: none">• Design systems creation and management• Digital design governance• Design composition• Accessibility design• Interactive prototyping• Typography• Icon design
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EXPERT TECHNICAL SKILLS

- Adobe Illustrator
- Adobe XD
- Figma
- Miro
- User Testing
- Mobile Design

EDUCATION

Design Thinking
Stanford University
Graduate School of Business
Master’s Certificate

Scrum master (CSM)
Rally Software - Boulder, CO
Certificate

Bachelor of Art
University of Central Florida
BA

PROFESSIONAL REFERENCES

Kit Silvers
(770) 601-2705

Ala Stolpnik
(347) 541-7775

Hilary Flygare
(307) 389-7823

PROFESSIONAL ORGANIZATIONS

City of Boulder
Beverage Licensing Authority
Board Chair: 2022-Present

Louisville Grows
Co-founder| 2010-2014
www.LouisvilleGrows.org

MY INFORMATION

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