

MY OBJECTIVE

To obtain a Product Design position at a mission-driven company that utilizes modern technology within an agile environment while promoting team collaboration and personal growth.

SKILLS

DESIGN

Sketch, Figma, Abstract, Invision
Adobe CC (Ps, Ai, Xd, Pr)
UX / UI / Wireframes / Prototypes
Design Systems / User Journey + Flows
A/B and Multi-variation Testing
Google Analytics / SEO / IA
Data Visualization / Infographics

DEVELOPMENT

VS Code / Atom
Git / Linux / Bash
SCSS / JavaScript
HTML5 / CSS3 / Bootstrap
Node.js / Webpack.js
Wordpress / October CMS

MISC

Web Production Management
Asana / Jira / Confluence
Design Sprints
Freelance / Consultations
Microsoft Suite
MacOS / Windows

EXPERIENCE

Sr. UI Design Engineer

2018-Current

Internet Brands

I worked closely with four teams: Product, Frontend, Backend, and Project managers on the complete overhaul of our existing Web Builder. This product allows users to customize web pages to business verticals such as health and legal services. My task was to create a dynamic design system with development-focused specifications (designated variables, default flex properties, margins, paddings, etc.). As the lead designer to this effort, I guided two design teams on component usage and design standards to create wireframes for all of our modules. I was responsible for auditing our product's structure for multi-layout modules, component spatial awareness, hierarchies, and obtaining an extensive understanding of their frontend technologies. I created instructions for logic and behavior to module settings, layout options, and restrictions for component scalability. This involved multi-layout modules (12-4 columns) with the ability to hide or disable components such as images, text fields, buttons, etc., which ultimately affect a module's height, flexibility, and presentation. I ensured the creation and delivery of wireframes, development specifications, and design standards. I also supported mid-level and junior designers in skill development and design growth. I helped hire new team members and reviewed and approved handoffs to our web builder templates to ensure they reflected frontend requirements and design standards.

Content Production Manager to Web Designer

2016-2018

American Addiction Centers

Web Designer - I designed multi-variation tests such as web ads and navigational components for Optimizely to strategically improve call conversions, click-through rates, form submissions, and traffic performance. I prototyped a wide range of low/high fidelity concepts to reach department goals. I designed UX avenues to improve user conversions (callers to qualified leads) and individual tests successfully showed 5% to 25% lifts in generated calls, which projected possible earnings of \$10k - \$30k per year. I was responsible for understanding user behaviors, addiction, and the way families were affected. I performed UX audits and focused primarily on information architecture, traffic, content value, navigational value, and user flows to formulate better design decisions. In addition, I worked with scalable design systems to deliver a variety of concepts within our established UI/branding guidelines.

Content Production Manager - I managed a team of production artists and ensured that their tasks were properly allocated and completed each week in order to meet monthly quotas. I composed technical documentation with guidelines and procedures for multiple web properties to ensure that articles and blog posts properly rendered images, short-codes, HTML/CSS snippets, and responsive styles. I was also responsible for managing assets such as branding components, stock photos, and their licensing/restrictions.

Multimedia Designer & Jr Frontend Developer

2014-2016

Evaero Digital Marketing

I coded staff pages, responsive video/photo galleries, and landing pages for the mental health and addiction treatment industry. I also modified contact forms, sliders, galleries, and designed branded emails within MailChimp and Constant Contact. I also lead design and development briefings with our clients and stakeholders, and later assisted senior developers with projects specifications and wireframes. I also supported senior developers with HTML/SASS pages and styled weekly/monthly WordPress blogs and press releases for several web properties.

Web Designer & Tester

2010-2013

Trinnovations

I collaborated with web developers on the functionality and visual direction of our websites and also designed UI's for CMS functionality. I was responsible for composing technical documentation for regression testing, which systematically checked for flaws in functionality, UX, security, browser compatibility, and user authentication.

FREELANCE

UI Designer

2017

Contract - Northeastern Anesthesia Physicians

I designed a fully responsive website / payment process by using google's material design as the primary design system. I established a grid layout and frontend parameters by working closely with the lead developer. I created low/high fidelity prototypes to support development specifications for validation and error messaging.

Web Design & Development

2015

Restorethesound.com

I created a collections of 15 audio tracks and bundled them as one download for YouTubers and marketing agencies. I designed and developed (HTML/CSS) a custom template within WordPress and enqueued bootstrap, lity, and my own styles in order to deliver a responsive landing page for my customers. I also added a function to my video previews to display them as a lightbox.

SPEAKING ENGAGEMENTS

San Diego JS Meetup

2018

Design 4 Dev

I had the opportunity to speak in front of San Diego's JavaScript Meetup (100+ developers) at Zeeto. I demonstrated a brief overview of my Design For Frontend process and I gave a live presentation on creating prototypes with sketch and InVision.

EDUCATION / CERTIFICATIONS

General Assembly 2020

Mt. San Jacinto College 2015

Frontend Web Development

AA in Communications