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Boston, MA
(Willing to Relocate)

SKILLS & TOOLS

- ✓ UX Leadership & Management
- ✓ UX Strategy & Design Thinking
- ✓ Coaching & Talent Development
- ✓ Wireframes, Low to High-Fidelity Design
- ✓ Interactive Prototyping
- ✓ Figma, Sketch, Invision, & Adobe
- ✓ Design Systems
- ✓ Usability Testing
- ✓ Personas & Journey Mapping
- ✓ Secondary Market Research & BI
- ✓ Voice of the Customer Analysis
- ✓ Heuristic Analysis
- ✓ Accessibility Analysis
- ✓ Card Sorting & Tree Testing
- ✓ HTML, CSS/SCSS, JavaScript
- ✓ Angular, React.js & React Native
- ✓ Swift (iOS) & Java (Android)
- ✓ Node.js, PHP
- ✓ SQL & NoSQL
- ✓ JIRA & Confluence
- ✓ Content Management Systems (CMS)

EXPERIENCE

VP, Director of User Experience
Santander Bank, N.A.
Jan 2020 – Present

- Increased the bank's awareness of user experience and user-centered design by building out a high-performing internal UX Team from a team of 2 to a team of 11 as part of an agile transformation. Managed people leaders and individual contributors (designers, researchers, & a writer). Management responsibilities include budget planning, job title alignment, writing job descriptions, hiring, onboarding, coaching & talent development, succession planning, performance reviews, offboarding, writing operational documentation, and more.

Shifted user experience from being seen as part of the software development process to being seen as a business process. This ensured early involvement/inclusion, allowing our team to help validate user needs before project commitments, and empowered our UX researchers to have the lead time needed to conduct insightful and actionable studies for our UX designers and product teams.

Contributed to a large reduction of Digital customer complaints (~73% YoY 01/2021 to 01/2022) and the increase of our *J.D Power Banking Mobile App Satisfaction Study (Regional)* benchmark scores (from #8 to #2 over 2 years) by creating an internal "UX Debt Process". This process created a framework for the UX and Digital Product teams to identify "low-hanging fruit" based on previously accepted CX-risks, voice of the customer (VOC) feedback, and competitive analysis observations. This process supplemented the product backlogs with "UX-Debt" tickets, which also helped fill out capacity gaps within the software development scrum teams, thus maximizing delivered value.

Delivered additional value to the Digital Team by uncovering "high-value/low-tech" opportunities such as Mobile Banking Product Shopping, which lead to a noticeable increase in account opening and established the Mobile Banking channel as a digital sales originator. The success of this ad-hoc project led to additional funding for the Digital Team.

Helped make the broader Digital Team more efficient by creating internal process documentation for operational gaps including (but not limited to) how to onboard third-party vendors more efficiently, hiring contract-to-hire resources, getting access to third-party tools, documentation of pre-production credentials, optimized goal trackers for interns, department-specific onboarding and offboarding checklists, QA physical device check-in/check-out forms.

Empowered the UX Team by onboarding third-party vendors & tools that made us more efficient and allowed us to broaden our capabilities (Figma, UserZoom, Dovetail, 11:FS Pulse, etc.) Tools were also selected based on their ability to provide value and scale to the broader organization (CX, IT, and Marketing).

Localized a global design system for use within our U.S. products and market, established local standards, best practices, and "definition of done" for creating and updating design system components in Figma.

Manager, Product Design
Chewy, Inc.
Sept 2019 – Jan 2020

- Led product design for Account and Autoship experiences. Implemented ways to make the team more efficient by optimizing the way JIRA was used within the broader product design team. Built relationships with Product Management peers to establish an aligned vision, KPIs, and roadmap for product verticals.

Led the research and development of an Amazon Alexa app proof-of-concept (Node.js, AWS). Created learning plans and a project plan for team members (content, development, design) to broaden & grow their skills while creating the functional proof-of-concept.

AVP, Senior User Experience Designer
Citizens Financial Group, Inc.
Jan 2018 – Sept 2019

- Led user experience design efforts for the mobile banking Android and iPhone app redesign & re-platform, ensuring application-wide consistency across a team of multiple designers and researchers. Delivered iterative research-fueled designs ranging from low-fidelity to high-fidelity designs. Research methods included expert interviews, competitive analysis, quantitative analysis, market research, platform guidelines analysis, heuristic evaluations, voice of the customer (VOC) analysis, remote unmoderated usability testing, card sorting surveys, and design sessions.

Empowered user experience researchers to conduct testing of high-fidelity UI patterns by working alongside the Director of UI Design Engineering to create interactive prototypes. Contributed to the codebase for React Native prototypes, as well as native iOS development (Swift UIKit) prototypes and POCs.

Built trust and strong relationships with business line stakeholders & digital product owners by facilitating in-person design sessions including empathy mapping, ideation, and collaborative sketching & white-boarding exercises.

Enhanced accessibility and performance of web and native mobile applications by curating and delivering technical site performance action plans leading to faster load times and better usability. Additionally, provided ad-hoc user experience enhancement items sent to Agile product owners for prioritization.

Senior User Experience Designer
IntePros Consulting, Inc.
Contracted to Citizens Financial Group, Inc.
Aug 2017 – Jan 2018

- > Served as the first internal User Experience resource within the Digital Banking department to prove the value of internal UX designers vs. an external agency. Converted from contract to hire after 6 months. Interviewed all core team candidates of a UX team that consisted of over 15 internal resources distributed across multiple locations by the time I departed.
- Helped secure internal funding and commitment to strategic initiatives by partnering closely with the VP of Innovation to deliver visual designs and user flows of long-term strategic experiences that were presented to business line stakeholders and executives.
- Led research, design, and development efforts on an early internal Interactive Digital Style Guide to empower developers, quality assurance analysts, and product owners to use and refer to a consistent collection of UI components. (HTML, JS, SCSS, Handlebars.js, Backbone.js, Node.js).
- Helped bridge the gap between designers and developers by advocating the use of reusable Sketch Symbols that map to web UI components. Worked with the online banking web development team to create an action plan for componentizing the existing codebase (HTML, SCSS, Handlebars.js).

Senior UX/UI Designer
Collabera
Contracted to UnitedHealth Group, Inc.
Nov 2016 – Aug 2017

- > Enabled an enhanced user experience for a suite of web applications on an enterprise health software platform by communicating the voice of the customer with business analysts and product owners during the creation of user stories.
- Empowered business analysts, operations managers, and product owners to make better decisions by drafting wireframes, designing high-fidelity mockups in Sketch and delivering rapid interactive prototypes created in Axure RP Pro as well as HTML5, CSS3, & Typescript/JavaScript using the Angular2 framework based on usability testing results and user story requirements.
- Delivered consistent experiences & interactions by ensuring cross-application consistency through multiple enterprise applications by conducting compliance audits with our internal style guide as well as conducting consistency audits between applications on improvised design elements.
- Helped gather valuable and actionable feedback by writing usability testing scripts. Moderated usability testing was conducted to gain insights into user expectations & mental models, as well as assess the usability of multiple enterprise web applications.
- Empowered a team of developers by working with an engineering architect to improve the developer experience and reduce operational waste through automation-first, documentation-first, and test-driven development, as well as moving away from one-size-fits-all (OSFA) API architecture.

Consultant, UX Design & Front-End Dev
NETE Solutions
Contracted to NIEHS
Apr 2015 – Oct 2016

- > Enhanced the usability and improved the user experience of existing websites & web applications with over 1 million monthly views for a government research institute; the National Institute of Environmental Health Sciences (NIEHS) by drafting project plans for large projects, presenting UX/UI issues to stakeholders, collaborating with designers, developers, & content writers, and suggesting new solutions in the form of iterative deliverables (wireframes, high fidelity mockups, proof of concepts). Used technologies and languages such as HTML5, CSS3 (SCSS), JavaScript/JQuery, RequireJS, GulpJS, NodeJS, ColdFusion, and more.
- Reduced unintended CSS cascades/leaks by implementing a visual regression system through BackstopJS and componentizing style-sheets based on specificity; implemented a large-scale ITCSS meta-framework in SCSS.
- Improved team workflows and quality of code by testing and integrating GulpJS task automation through NodeJS. This included Sass compiling, image compression, JavaScript minification, JavaScript concatenation, JavaScript linting, CSS linting, and HTML5 validation.

Information Technology Specialist
Department of Defense
July 2012 – Mar 2015

- > Active duty service member. Enhanced the usability of an enterprise-level Microsoft SharePoint Server with over 400 active users by utilizing best practices in Information Architecture and design principles.
- Increased department efficiency by scripting auto responders in SharePoint Designer (C#) for the department's intranet trouble ticket system. This allowed for helpdesk personnel to focus more time on resolving end-user issues, and waste less time letting end-users know the status of their trouble tickets.
- Improved the efficiency of the organization's active directory instance by implementing security groups and distribution groups. The efficient management of security groups ensured that only authorized users were able to view confidential information. The efficient management of distribution groups ensured emails were getting sent to their respective departments regardless of personnel changes.
- Identified and reported information assurance security violations through information security audits. Gathered reports based on trending violations that were then worked into monthly and semi-annual user training.

CERTIFICATIONS

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| > | Customer Experience Pro (CX-I)
2019, Forrester | Growth-Driven Design Certification
2018, HubSpot |
| | Certified Scrum Product Owner (CSPO)
2017, Scrum Alliance | Google Analytics Certification (GAIQ)
2017, Google |

EDUCATION

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|---|---|--|
| > | United States Army Signal Center of Excellence
2012-2013, Military Occupational Specialty Qualified
Information Technology, Distinguished Honor Graduate | Central Valley High School
High School Diploma
General Education, with Honors |
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