

Professional Experience

IQVIA

Senior Product Designer *Jan 2020 - Present*

Designed and art directed multiple products, worked closely with product owners and clients to set clear expectations and establish a streamlined design process. Oversaw the design process from wireframing and prototyping, all the way to creating high-fidelity mockups. I have also worked collaboratively with developers to ensure that all code is following the design specifications, and have developed a thorough QA process to ensure feature releases are of the highest quality.

UX/UI Designer *Jan 2018 - Jan 2020*

As a UI/visual designer, I worked on the product to establish consistent UI patterns across the entire suite of products. I also worked on the design system, specifically the ADS, and identified components to add to the system. I created guidelines and identified usage situations for these components. Additionally, I designed different states and documented them.

UX Designer *Sept 2017 - Jan 2018*

Designed on Salesforce marketing product. Created table with filters and multiple sorting options. Worked on data visualization to come up with better ways to show data.

Accomplishments

- I have designed and launched multiple product redesigns, creating a better workflow and user experience for multiple products. I also researched and led our design organization to install a design quality assurance process. I presented the solution to the head of UX and received approval to implement the process. As the lead designer, I improved and created better engagements for multiple healthcare products. Additionally, I conducted research and helped design various components for our Apollo Design System to add to our library of components. Lastly, I managed and mentored 4 designers located in Seattle, Detroit, India, and Argentina.

The Creative Group

UX Designer *Feb 2017 - Aug 2017*

Acted as a consultant working for clients included Swedish and Deloitte Digital.

Swedish - I helped launch a service called Get Care Now for both web and mobile platforms. My primary focus was on ensuring consistency to create a user-friendly experience. My key responsibilities included creating wireframes, designing high-fidelity mockups, conducting user research, and collaborating with key stakeholders, product owners, and developers to ensure a seamless handoff from design to engineering.

Deloitte - collaborated with a UX designer and data expert to craft a narrative for complex data. Utilized color, typography, and information hierarchy to simplify dense information.

Accomplishments

- Help launched Get Care Now - a service that allow patients to seek medial help in various different ways. Patients can check for available times and book appointments online. Patients can request help virtually where they can see a doctor or nurse right from their smart phones and tablets. Our team drove engagements up by 20%. Overall 38% of patients followed through our flow and requested one of the 4 services which improved from 25% previously before the newly launched Get Care Now Service.

Microsoft

UX Designer *May 2015 - July 2016*

Collaborated with the marketing team to develop improved solutions and designs based on testing outcomes. Conducted design exploration and experimentation through A/B testing to achieve higher retention rates. Wireframed, tested, and designed responsive layouts to ensure a seamless experience across all devices.

Accomplishments

- I played a key role in creating various design explorations to enhance user engagement and increase the success rate of Microsoft Store. I established a new design language for product detail pages that other designers could follow. Additionally, I designed an internal resource page, which kept our designers and developers up-to-date with the latest design news. This helped eliminate confusion and provided a platform for asking questions.

Professional skills

Leadership Skills - Recruit, assist with the hiring process. Manage and mentor multiple designers to set design expectations for multiple products. Provide regular feedback and answer any questions from junior designers to ensure they are supported and making process. To effectively communicate with other designers and developers I try to understand their perspectives and listen more than I interrupt. A phrase that I use daily is "listen more, interrupt less."

Individual contributor skills - User experience design, visual design, responsive design, conduct competitive analysis to identify insights and new design direction to improve user workflow. Wireframes, prototypes, and high-fidelity mockups were produced to support the redesign.

About me

I love to create, I am passionate about being creative and care deeply about being inspired. To me, that's how you create impactful and positive changes, being passionate enough to make a difference.

Clients



Education

UX Design *General Assembly 2014-2015*

Graphic Design *Computer Academy 2014-2014*

Associate of Art *Shoreline Community College 2005-2007*