

SUMMARY

UX design leader with a proven record of delivering accessible, user-centered solutions for both mission-driven organizations and large-scale enterprise platforms. Experienced in designing SaaS products that advance social justice, inclusion, and education while creating intuitive, engaging interfaces for millions of users. Skilled at aligning user needs with business objectives, translating complex requirements into strategic roadmaps, and guiding cross-functional teams from concept to launch. Adept in applying research-driven insights, WCAG accessibility standards, and robust design systems to produce innovative, high-impact digital experiences.

EXPERIENCE

National Restaurant Association

March 2024 - Present

Lead UX Designer

- Lead UX strategy and execution for certification and training platform serving millions of food service professionals.
- Manage and mentor design team, ensuring WCAG 2.1 AA compliance for accessible, engaging digital learning experiences.
- Translate complex safety and training content into intuitive interfaces that support education and career growth.

Bonterra

May 2022 - January 2024

Senior UX Designer

- Led UX design for NGPVAN platform, enhancing OnlineActions features and optimizing donor flows.
- Applied accessibility standards and maintained design systems to ensure consistency across products.
- Used Figma, Sketch, Miro, and user testing tools to turn research insights into impactful product improvements.

Direct Works Media

January 2020 - May 2022

UX Designer

- Designed end-to-end customer experiences aligned with client business goals and user needs.
- Created UX artefacts including site maps, journey maps, personas, wireframes, and prototypes to guide project vision.
- Collaborated with cross-functional teams to deliver innovative digital solutions from concept to launch.

Thomas Dean & Co

January 2010 - December 2019

Creative Director

- Directed global creative strategy, brand identity, and cross-channel marketing campaigns.
- Managed budgets, schedules, and production for product development and promotional initiatives.
- Produced seasonal photoshoots and marketing assets for e-commerce and retail campaigns.

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EDUCATION	Data Analytics And Visualization		Chicago. IL		
	Northeastern Illinois University				
	Certified Professional In Accessibility Core Competencies		Chicago. IL		
	international Association of Accessibility Professionals				
	User Experience Design		New York, NY		
	General Assembly				
	Bachelor Of Fine Arts		New York, NY		
	Fashion institute of Technology				
	Associate Of Applied Sciences		New York, NY		
	Fashion Institute of Technology				
SKILLS	Design		Tools	Analytics	Languages
	• User Research & Interviews		• Azure DevOps	• Data Analysis	English
	• Usability Testing		• Ballpark	• Mining	French
	• Wireframing		• Bridge	•Visualization	Italian
	• Prototyping		• Confluence	• Machine Learning	Tagalog
	• Information Architecture		• Figma		
	• Affinity Mapping		• Illustrator		
	• Persona & Archetype Development		• InDesign		
	• Journey Mapping		• Jira		
	• User & Task Flows		• Miro		
	• Site Mapping		• Photoshop		
	• Heuristic Analysis		• PowerBI		
	• Product Lifecycle		• Python		
	• Design Systems		• Survey Monkey		
			• Trello		
		• UserTesting			