

## EDUCATION

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San Jose State University  
BS in Marketing  
December 1999

## SKILLS

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User Experience Design  
Interaction & Visual Design  
Workflows & Prototyping  
Product Management

## RESEARCH

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Competitive Analysis  
User Research  
Usability Testing

## TOOLS

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InVision  
Axure  
OmniGraffle  
Photoshop  
Illustrator  
HTML/CSS

## ACHIEVEMENTS

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Founder Institute Graduate  
Certified ScrumMaster  
Entrepreneurial Training

## EXPERIENCE

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### ALLDATA | USER EXPERIENCE ANALYST

2014-2017 / ELK GROVE, CA

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Designed wireframes, mockups and functional prototypes for web and mobile products focused on the automotive industry. Collaborated with developers, product managers and customers to create an optimal experience for multiple platforms. Conducted usability testing at conferences, customer's shop and internally. Received three recognition awards, one as a team member and two as an individual.

### ASK ZIGGY | LEAD PROJECT MANAGER / UX DESIGNER

2013-2014 / ROCKLIN, CA

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I was hired as the lead project manager focused on managing agile product development utilizing speech and NLP technologies. As a small startup, we didn't have a UX designer so I began designing wireframes to improve user experience and to keep design consistent in different platforms. I worked on projects for Dell, Verizon, eBay, Nvidia and will.i.am. Worked on will.i.am's alpha version of his smartwatch.

### RUNTRIZ | CREATIVE DIRECTOR

2012-2013 / LOS ANGELES, CA

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Responsible for developing original creative design concepts and approaches for client hotel apps. Managed client relationship with all things related to creative demos and marketing/sales collateral. Lead multiple projects and app launches from concept to completion. Designed iOS and Android apps for the Radisson Resorts and Hotels initial app launch.

### SOUND MARKETING | DESIGNER / PRODUCT MANAGER

2009-2012 / SAN JOSE, CA

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Worked with clients to develop product requirements for web and mobile applications. Wrote project specification to help determine costs and timeline. Designed sitemaps and wireframes using OmniGraffle. Designed UX/UI for multiple iOS and Android Apps. Designed Strawberries App that became a Staff Favorite receiving over 10,000 downloads the first week.

### AERIELLE | ECOMMERCE / MARCOM MANAGER

2007-2009 / MOUNTAIN VIEW, CA

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Launched ecommerce site from start to finish designing wireframes, mockups, coding it in HTML and integrating shopping cart software Volusion. Managed SEO and marketing campaigns that improved our search rankings to Top 10. Managed trade shows and conferences to sell/market our products. eCommerce website generated \$20K in online sales in the first year of operations.

### CHARLES SCHWAB | WEB PRODUCER

2007 / SAN FRANCISCO, CA

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Responsible for publishing web content on schwab.com and promotional pages using two content management systems. Provided on time delivery of firm web priorities in a deadline driven environment. Worked with business stakeholders to complete project requirements, receive feedback and ensured quality assurance. Worked with upper management to launch College Planning Section on Schwab website.

### APPLE | WEB DESIGNER / PRODUCER

2006-2007 / CUPERTINO, CA

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Participated in early concepts, designing mockups for redesign launch of Apple.com. Collaborated with cross-functional teams to refine product requirements then translate them into user interface design. Worked with developers and engineers to develop the final product. Designed mockups that were approved by upper management and reviewed by Steve Jobs.