

## Experience

### Senior UXUI Designer Taco Bell (Yum Brands)

May 2024 – Present

- Lead and manage the design and optimization of key user flows within the Customer Pod for the Taco Bell app: onboarding (Sign In/Sign Up), rewards program, gift card selection, SMS/Email OTP, etc.
- Partner with multiple teams to analyze user engagement metrics, technical constraints, and craft innovative design solutions, feature rollouts to match Taco Bell's brand goals and standards
- Direct advanced animations and illustrations, collaborating with the creative team for MVPs and execution

### Product Designer Ticketmaster

August 2023 – February 2024

- Designed sponsorship products for brands such as T-Mobile, Citi, and Mastercard; TM Spain and Australia
- Strategize key design features of app: seat selection, checkout processes, and one-click payment solutions
- Integrated HTML and CSS coding sourced from web and app platforms, while utilizing Zeplin for code discovery

### Lead UX Designer Riot Games

August 2022 – June 2023

- Led UI/UX alone in the Enterprise IT department, conducting research and design structure for internal SaaS
- Provided design solutions based on market research and evaluation of user needs and business goals
- Worked with front and back-end engineers to discuss the intricacies of SaaS coding, ensuring integration
- Integrated design and development by strategizing with business analysts and engineering managers
- Created a design system and component library for the Enterprise IT department to establish design patterns

### Product Designer Lowes, Inc.

October 2021 – August 2022

- Designed end-to-end for Lowe's Enterprise SaaS and Lowe's After Sales Customer Portal
- Validated research data and generated data-driven solutions that met business goals and MVP
- Reported progress and designs to UX director and manager, and presented to Enterprise department
- Mentored and trained new product designers on Lowe's design library and UIUX

### UX Designer Wongdoody

October 2021 - November 2021

- Researched users needs and pain points for AT&T Customer Support, collaborating closely with the UX Director
- Promoted user discovery and validation as a core aspect of the AT&T Customer Support product development

### UX Designer Ombre Digital

July 2021 – October 2021

- Designed and led a CRM product for mobile (iOS, Android) and responsive web, end-to-end
- Developed a comprehensive design component library to ensure consistent and usable design patterns
- Presented demo product to stakeholders, CEO, and software engineer, displaying design rationale and strategy

### Digital Media Designer Indigo Slate

August 2021 – September 2021

- Delivered a modular toolkit of Microsoft Azure Game
- Designed presentation templates, pitch cards, visual tools for users

### Freelance UX Designer Block

December 2019 – August 2021

- Led a cross-functional team for a responsive web application for Block, designed UIUX end-to-end
- Researched user needs; created design system; made wireframes and mockups, and high-fidelity prototypes

## Education

### Georgia State University

Bachelors Degree, Media Entrepreneurship concentration in Journalism

**Tools** Figma, Abstract, Invision, Sketch, Miro, Confluence, JIRA, Notion, Zeplin, Protopie, Adobe Create Cloud

**Skills** ARIA, ATE, WCAG, UXDA, ALR; User research (empathy map, user flow map, user testing, A/B testing, etc.)

**Other** Language - HTML/CSS; SaaS, B2B/B2C, mobile design, responsive web; e-commerce & enterprise, etc.