

Experience Design ▪ UX Optimization ▪ Strategy Development

HEAD OF DESIGN

Vision-driven change agent with career-long record of UX design and optimization, project management, and strategic planning for leading organizations

An accomplished and results-oriented UX design expert highly regarded for delivering seamless end-to-end user experiences, designing innovative platforms to streamline operations, and ensuring the on-time delivery of key projects and initiatives. Out-of-the-box thinker with the ability to craft high-level UX strategies in line with business goals and requirements. Proven track record of guiding full project lifecycles, including requirements gathering, scope definition, launch, and feedback analysis and implementation. Recognized for superb communication skills, with the capacity to lead and mentor diverse individuals while building productive, professional relationships. Credentials include a Master of Product Innovation from VCU.

Information Architecture

Strategy Development

Wireframing/Prototyping

User Experience Design

Training Coordination

Journey Mapping

Data Analysis

Project Management

Team Leadership

Consulting

Process Optimization

User Personas

PROFESSIONAL EXPERIENCE

Best Buy | Remote | Apr 2022 to Present

Head of Design

- Coordinate and lead brainstorming sessions, sketching sessions, and team meetings with UX and product team stakeholders in order to determine and strategize design direction related to user experiences.
- Champion the interpretation and execution of high-level strategies in coordination with key program stakeholders.
- Verify alignment between novel solutions and business requirements, experience requirements, and design and brand standards by delivering presentations to product, technical, and UX leadership.
- Achieve buy-in from high-level stakeholders and decision-makers by presenting designs, expertly articulating and demonstrating approaches, and gathering and implementing feedback.
- Head the planning, design, development, and launch of cross-functional design solutions with UX managers.
- Promote operational excellence by training, mentoring, and supporting new and experienced UX staff.
- *Leading a team of 30 Designers and UX managers*
- Establish streamlined processes to improve the efficiency of product development.
- Navigate complex obstacles and issues with an innovative and solution-focused mindset.
- Adapt to quickly changing priorities and execute sound decisions within a fast-paced, deadline-driven environment.
- Generate data-driven insights in order to guide UX design processes and best practices.
- Evaluate the performance of junior staff to identify strengths and opportunities for additional coaching.
- Drive continuous improvement by identifying process inefficiencies and implementing innovative solutions.

Bank of America | Richmond, VA | Apr 2021 to Dec 2022

Portfolio Lead Experience Design Strategist

- Charted the successful development and management of the UX vision and strategy while spearheading projects within a fast-paced, highly collaborative environment, including leading and directing a team of EXD portfolio designers through stakeholder initiatives and redesigns as well as design of the machine learning platform.

- Aligned objectives and bridged communications with EXD colleagues, project stakeholders, technology partners, and executive leadership to gather requirements, define goals, analyze user needs, and develop user-focused solutions.
- Drafted and prepared detailed documentation and illustrations to streamline user flows and ensure the delivery of top-quality, end-to-end experiences in line with internal design principles and practices.
- Orchestrated and led the production release of the revamped machine learning/artificial intelligence platform, including fostering collaboration between senior leadership, tech executives, and EXD stakeholders.

ICF Next | Richmond, VA | Nov 2020 to Apr 2022

Senior User Experience Design Consultant

- Built and maintained positive client relationships while delivering user interface design, usability testing, and prototyping services for internal software, web applications, and websites.
- Enhanced user adoption of the asset retrieval web process by streamlining the user experience via complete redesign.
- Gathered and documented business requirements and performed in-depth user research and engagement.
- Crafted the design, strategic planning, development, and deployment of the on-demand portal transformation housing various workout experiences.
- Strategized and optimized content to strengthen the end-to-end user experience.
- Guided end-to-end project management while serving as UX Lead, including owning the UX learning plan, defining technical architectures and roadmaps, streamlining user flows and processes, and consolidating separate systems into a unified web experience.
- Demonstrated strong knowledge of information architecture, including wireframes and process flows, to effectively convey site structures for both business and development teams.

Federal Reserve System | Richmond, VA | June 2019 to Feb 2020

User Experience Design Consultant

- Liaised with the UX strategist to transform key user insights into improved productivity, collaboration, and employee satisfaction solutions while acting as an advocate for end users and impactful change.
- Gained a deep understanding of business and design goals in coordination with business partners and the project team.
- Employed knowledge of industry best practices to develop and deliver high-impact interactive designs.
- Planned, coordinated, and led the rollout and transition from legacy software to MS Teams across all 12 districts, including overseeing discovery, facilitating design thinking workshops, and developing user personas and journey maps.
- Supported service and product teams in implementing technical, business, and user requirements into designs.

Capital One | Richmond, VA | Mar 2017 to May 2019

Principal UX Designer

- Overhauled and revamped the existing user risk mitigation process, leading to an improved user and customer experience by streamlining the delivery of value-added solutions by creating a “One stop shop,” platform.
- Leveraged strong project management skills to oversee the UX discovery, strategic planning, design, and development of a reusable component library using Sketch/Angular to provide a comprehensive risk mitigation platform.
- Led the migration to AWS cloud and developed the API creation team to leverage AI/ML data from the Eno chatbot.
- Owned accountability for developing and managing user flows, journey maps, prototypes, and user stories within an Agile environment; utilized Sketch and InVision.
- Utilized usertesting.com to perform in-depth user research and led iterative development for the customer-facing account management solution from intake to testing, live production, and future modification planning.

Altria/Philip Morris USA | Richmond, VA | Mar 2006 to Apr 2016

Experience Design Lead

- Drove the development of intuitive UX landscapes in line with business objectives by proactively collaborating within a multidisciplinary team and acting as an Experience Design SME.
- Launched 20+ intranet landscapes for multi-level data acquisition using HTML and CSS, including managing UX, design, and development processes.
- Improved the training and assessment of manufacturing employees by developing and redesigning digital platforms.

- Succeeded in developing and maintaining an optimized retrieval system for ultra-trade secret documentation.
- Entrusted with serving as the departmental point of contact for the US Food and Drug Administration (FDA).
- Directed a cross-functional team in optimizing and streamlining the manufacturing process.

CONSULTING EXPERIENCE

MODIS/SINGLESTONE, 2019 TO 2020 – UX DESIGNER

VCU DA VINCI CENTER FOR INNOVATION, 2016 – INSTRUCTOR – ENTREPRENEURSHIP (VNTR 491)

PICGIFT™, 2014 TO 2016 – CHIEF DESIGNER/PRODUCT MANAGER

MEADWEASTVACO, 2013 TO 2014 – VCU DA VINCI PROJECT

PATAGONIA, 2013 TO 2014 – VCU DA VINCI PROJECT

EUPHORIX™, 2013 – MARKET INFORMATION & CONSUMER RESEARCH GRADUATE INTERN

AWARDS AND HONORS

- Second Place Winner – PicGift™, VCU Venture Creation Competition, Richmond, VA, 2015

EDUCATION AND CREDENTIALS

MASTER OF PRODUCT INNOVATION, 2015 | Virginia Commonwealth University, Da Vinci Center for Innovation, Richmond, VA

- Business Track; GPA: 4.0

BACHELOR OF SCIENCE (B.Sc.) IN PSYCHOLOGY, 2007 | Virginia Commonwealth University, Richmond, VA

ADDITIONAL INFORMATION

Languages: English, Spanish, Arabic

Technical Proficiencies: Photoshop, Illustrator, Adobe CC, Sketch, InVision, Figma, Miro, Jira, Connected Devices, Website Analytics, HTML/CSS, Information Architecture

Interests: Traveling, Running, Rebuilding cars, Soccer, Football, Basketball, Start-Up Mentorship, UX meet-ups,