



Discover

Story

My story begins with people, product, and process. As a Lead UX Product Designer, I am dedicated to crafting user-centered digital experiences that align with business goals. I thrive on collaboration, strategy, and creativity, bringing a problem-solving mindset to cross-cultural product teams. I work closely with product owners, stakeholders, researchers, content writers, and developers to translate persona insights into actionable problem statements, identify top tasks, and run ideation workshops to tackle complex challenges. This design-thinking approach makes me a key contributor to any triad framework, scrum, or product team.

I believe in a thorough discovery phase and a clear UX process, which are vital for creating successful, user-centered applications that flourish in the marketplace. My approach involves keeping users front and center throughout the design process, understanding their needs to prioritize features, clarifying business objectives, while maintaining the product's brand vision throughout its lifecycle. I demonstrate value by benchmarking design KPIs to showcase the impact of evidence-based decisions over subjective opinions. Seeing my designs help users achieve their goals is my greatest reward in UX.

Define

Current Aspiration

Seeking a full-time Lead UX Product Designer role at a collaborative, innovative company. I aim to leverage my education, experience, and creativity to design user-centered digital products alongside dynamic teams, with a focus on building, measuring, and iterating for continuous improvement.

Design

Recent Positions

ADP, Roseland, NJ: 11/2017 – 09/2024 (Lead UX Designer IV) Contractor & Full-Time Employee

Led UX design initiatives for a range of ADP enterprise products, designed complex service applications for internal and client-side users of GETS (Global Enterprise Technology & Solutions) while collaborating and solutioning with global cross-functional teams on the following products:

Recent Assignment: ADP Assist Policies. 07/2023 – 09/2024 (Full-Time Employee - Remote)

- Created an AI/Large Language Model (LLM) web-based platform experience for both HR practitioners and employees to increase productivity and reduce tedium.
- Strategized and conducted discovery sessions with stakeholders & research to gather critical data to understand project requirements and target audience.
- Participated in daily stand-ups with scrum teams and product owners to discuss updates on user story refinement, resolve any blockers, and provide progress design reports.
- Sketched user flows with product owners to define features, UI patterns, opportunities, and address ambiguities.
- Collaborated with content writers to optimize error message clarity, navigation labels, and CTAs.
- Designed low-fidelity wireframes in Miro to identify friction points and address the happy path for end users.
- Presented UX solutions to stakeholders and iterated on designs based on team feedback.
- Developed high-fidelity Figma prototypes focusing on accessibility, content, UI, interactions, and visual design using ADP's Waypoint design system.
- Deployed the Minimum Viable Product (MVP) into the marketplace to conduct pilot testing and gather client feedback for further design improvements.

Past ADP Assignments: 08/2021 — 06/2023 (Full-Time Employee - Remote)

- ADP Virtual Assistant ChatBot Icon, Reimagined
- Inline Feedback for Chat & ADP Native Mobile App, Reimagined
- Onboarding Experience for New Hires
- Project Ideation, Internal Website
- Kloud9 / DevX Developer Platform, Reimagined

- EV6 Enterprise, HR Assist, Sales Beacon, Associate Portal. 2017 — 2021 (Contractor - On-Site)

Previous Client Projects & Freelance Assignments: (see my online portfolio for details)

- nūtrious App, New York, NY: 2016 — 2017, UX/UI, Visual Designer (Remote)
- iamHeart Website, Tucson, AZ: 2015 — 2016, UX/UI, Visual Designer (Remote)
- GDVSource Website, Cinnaminson, NJ: 2014 — 2015, UX/Front-End, Visual Designer (On-site)
- Kevin Clarke Website, Payrac, France: 04/2013 — 01/2014, Visual Designer/Developer (Remote)
- The Arts Students League Website, New York, NY: 04/2012 — 01/2013, UX/UI, Developer (On-site)

Develop

Education

- Master UX Certified, Nielsen Norman Group (NN/g): Completed January 2025 (Credential ID 1025211)
- Information Visualization: Getting Dashboards Right, Interaction Design Foundation (IxDF): Completed January 2023 (Credential ID 24669)
- UX/User Experience On Campus Design Program: General Assembly, New York, NY: 2016 — 2017
- Visual Design for Web & Mobile: Noble Desktop, New York, NY: 2015
- UX/User Experience On Campus Design Program: General Assembly, New York, NY: 2014
- Mobile and Responsive Web Design: Noble Desktop, New York, NY: 2013
- Continuing Education: Myriad courses in Branding, School of Visual Arts, New York, NY: 2008 — 2011
- BFA in Graphic Design, School of Visual Arts, New York, NY: 2004

Deploy

Professional Skills

- **UX:** Guiding UX projects, mentoring junior designers, fostering collaboration, Design Thinking, Research, Synthesizing Research, Feature Inventory Analysis, Wireframing, Prototyping, Responsive Design, Information Architecture (IA), Dashboards, Usability Testing, Heuristic Evaluation, evangelizing Accessibility Standards (WCAG), Interaction Design, UI, and Content Strategy Initiatives
- **Visual Design:** Data Visualization, Mood Board, Typography, Color, Iconography, Photography, Style Guides, Grid and Layouts, Golden Ratio, Art Direction, and utilizing effective Whitespace
- **Branding:** Strategy and Story Building, Brand Personality, Competitive Audit / SWOT Analysis, Identity and Logo Design, Brand Guidelines, and Preference Testing
- **Tools:** Pen & Paper, Miro, Figma, Adobe CC, Live Surface, JIRA, AG Grid, Trello, WebEx, AI

Soft Skills

- **The Architect:** Driving product strategy through planning, visioning, and prioritizing UX initiatives.
- **Communicator:** Articulate design decisions and their rationale effectively to stakeholders and team members, cultivating meaningful discussions, and gathering essential feedback.
- **Team Player:** Collaborative and communicative, understanding that product design is never a solo effort, and fostering team spirit leads to better outcomes.
- **Empathetic:** Stepping into users' shoes to understand their needs and create effective solutions.
- **Collaborator:** Thrive on brainstorming with others to generate innovative ideas and solutions.
- **Problem-Solver:** A detective at heart — skilled in uncovering user needs and finding creative solutions to up-level the product or feature.
- **Adaptive and Flexible:** A "UX acrobat" ready to navigate challenges, pivot strategies, and adapt to evolving project needs and team personalities.
- **Educator:** Believe that professionals educate, while amateurs aggravate — committed to sharing knowledge and fostering growth within the team.
- **Conceptual Ideator:** A design thinking guru, passionate about brainstorming creative ideas and driving the ideation process.