

As a seasoned UX professional with a Master of Science in Human-Computer Interaction from the Georgia Institute of Technology, I bring extensive expertise in user-centered design, strategy, and research.

Professional Experience

EY | ASSISTANT DIRECTOR, UX DESIGN LEAD | MARCH 2021-PRESENT

- Lead and direct employee experience portfolio design teams, demonstrating strong leadership in guiding design initiatives to enhance the experience for over 400k global employees at EY.
- Manage end-to-end project lifecycles, ensuring stakeholders are aligned on project status, direction and objectives.
- Analyze qualitative and quantitative data, including semi-structured interviews, contextual inquiries, surveys, telemetry data, and ServiceNow analytics. Utilize these insights to inform project direction, identify areas for improvement, and shape targeted research efforts to address any existing gaps.
- Synthesize research and data into actionable insights and design implications, guiding design requirements and decision-making.
- Create comprehensive service blueprints detailing the end-to-end user experience, illustrating touchpoints, interactions, and backend processes to provide a holistic view of the current user journey.
- Translate complex service blueprint findings into easy-to-understand insights for non-design audiences, providing a well organized and consumable readout for stakeholders.
- Facilitate workshops to progress projects and encourage alignment among stakeholders, delivering actionable workshop synthesis readouts.
- Design evidence-driven, user-centered experience prototypes, offering clear guidance and actionable recommendations.
- Support leadership in identifying and selling into potential strategic opportunities aligned with organizational objectives.

NCR | USER EXPERIENCE DESIGNER | JULY 2020-MARCH 2021

- Led the self-checkout research and design efforts in the retail line of business, conducting user research and testing to improve the overall customer experience.
- Collaborated with cross-functional teams to define requirements and prioritize features for development, ensuring alignment with business goals and user needs.
- Designed and partnered with UXR to test user interfaces for Self-Checkout kiosks, mobile applications, and other digital products.
- Created and presented design proposals to management and other stakeholders, outlining the user-centered design approach and value proposition for proposed solutions.
- Managed Walmart relationship and maintained effective communication throughout the design process, ensuring alignment on project goals and timelines.

PURSUANT HEALTH | DIRECTOR OF USER EXPERIENCE | JULY 2013-DECEMBER 2019

- Leveraged expertise in strategic design thinking processes and human-centered design principles to create engaging experiences across platform channels in the Pursuant Health ecosystem including 5k kiosks in Walmart stores nationwide, serving 30+ million users each year.
- Prioritized inclusive design methods and led a three-year accessibility remediation initiative, ensuring compliance across kiosk, web, and mobile platforms.
- Applied rigorous research methods, including contextual inquiries and observations, to inform design decisions and conducted comprehensive summative evaluations.

Education

- Georgia Institute of Technology / Master of Science in Human-Computer Interaction, 2020 / GPA 3.9
- The Art Institute of Atlanta / Bachelor of Fine Arts in Graphic Design, Magna Cum Laude, 2012 / GPA 3.8