

Background

Product designer with 15+ years of experience across research, strategy, and UX/UI design, building digital products that balance user needs and business goals. Experience spans mobile apps, websites, software products, and scalable design systems across retail, financial services, healthcare, and more. Holds a Master's in Strategic Communications Design (UX focus) and Stanford Online certification in UX/UI for AI Products.

Experience

Design Lead, Publicis Sapient

02/2022 - 02/2026

Academy Sports + Outdoors

- Led UX/UI design across employee and customer digital products including the Academy App, myAcademy loyalty experience, and Team Member App, supporting millions of users
- Scaled the Academy App to 5.9M users and 4.02M downloads, increasing engagement from 366K to 1.3M monthly active users and growing app-driven sales from 7% to 23%.
- Redesigned account and loyalty experiences as myAcademy, supporting 3.7M new accounts and growing engagement from 1.2M to 4.1M monthly active users.
- Designed post-order modification and "save-the-sale" flows generating \$1M in savings.
- Designed the Team Member App used across 311 stores, enabling real-time inventory access and new fulfillment methods that expanded revenue opportunities.

Navy Federal Credit Union Analytics Center for Enablement

- Established BI dashboard templates and guidelines for scalable analytics across teams.
- Conducted stakeholder interviews and audits of existing dashboards to identify usability gaps and create reusable frameworks aligned to WCAG guidelines.

James Avery Salesforce Commerce Cloud (SFCC) eCommerce Migration

- Led UI design for the eCommerce platform migration, redesigning key site flows including the "Create Your Own" jewelry configurator.
- Supported launch readiness through design QA, issue triage, and collaboration with product and engineering.

Design Lead, Publicis Sapient

09/2012 - Present

Led freelance UX/UI and product design work for consumer brands and startups across numerous digital products and websites; selected projects highlighted below.

Starbucks Coffee At Home

- UI Designer foStarbucks Coffee at Home website redesign, executing visual design and supporting UX strategy, interaction design, information architecture, and accessibility.
- Led UX for new product launches and seasonal campaign integrations across the site.

Atlas

- Designed the user interface for a philanthropic reimbursement software platform in collaboration with product and engineering.
- Led design and development of the Atlas website from concept through launch.

Experience

Sr. UI Designer, Integer

08/2020 - 02/2022

Prologis Global Website Redesign

- Established a global visual design system across the Prologis digital ecosystem, including the global site, 19 country sites, property search, customer portal, and eCommerce site.
- Served as accessibility advocate, documenting and maintaining accessibility guidelines.

Neutrogena “For People With Skin” Website Redesign

- Translated the “For People with Skin” brand platform into a cohesive digital experience on Neutrogena.com and developed design guidelines while overseeing a team of four designers.

Fannie May Website Redesign and Migration

- Led UI design for the website redesign and platform migration, supporting the launch of an online marketplace and custom “create your own” chocolate box experience.
- Conducted research and site audits to translate the in-store experience into a cohesive digital marketplace.

Education

M.A., Strategic Communication Design (UX Design)

2018

University of Colorado Boulder

B.S., Marketing & Management

2010

George Mason University

UI/UX Design for AI Products Certification

2026

Stanford Online

Front-End Web Development Certification

2022

General Assembly

Skills

Product & UX Design

Product & UX Strategy, Interaction Design, User Flows, Prototyping, Journey Mapping

Research

Qualitative & Quantitative User Research, Usability Testing, Stakeholder Interviews, Surveys

UI & Visual Design

Design Systems, Brand Design, Accessibility, Figma, Adobe Creative Suite

Additional Experience

- Sevatec, Inc., Senior Graphic Designer / UI Designer; Graphic Designer / Proposal Coordinator, 2011 - 2020
- University of Colorado Boulder, UX Adjunct Professor, 2020
- GTSI, Graphic Designer; Business Capture Associate, 2009-2011