



UX DESIGNER

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Check out my portfolio

PROFESSIONAL SUMMARY

Strategic UX Designer with 5+ years of experience crafting intuitive, data-driven digital experiences across B2B & B2C products. Known for increasing prospect conversion by 50% & boosting revenue by 30% through thoughtful design solutions & user-centered research. Led redesigns to improve 10,000+ customers emails for enhanced navigation & engagement. Adept at usability testing, journey mapping, & wire-framing, with a strong foundation in product marketing, go-to-market strategy, & cross-functional collaboration. Expert in brand strategy & has managed initiatives with budgets up to \$500K.

UX Designer | Legacy Wealth Financial Services

Dallas, Tx | Jun 2023 - Present

- Developed product vision for a financial asset recommendation engine.
- Conducted user research via surveys, interviews, and usability testing to enhance navigation.
- Managed customer journey sessions to identify biases and improve design quality.
- Created wireframes, mockups, and interactive prototypes using Figma and Adobe XD for responsive design.
- Designed intuitive interactions to boost user experience and engagement.
- Collaborated with product managers, architects, developers, & stakeholders to align design & business goals.
- Optimized designs based on user data and feedback.

Brand Marketing Associate | Mr.Cooper

Copell, Tx | Jun 2022 - Jan 2023

- Implemented updates to over 10,000 customer email templates, ensuring full compliance with corporate digital asset standards.
- Revamped the company-wide natural disaster communication plan, enhancing clarity and brand consistency during crisis management.
- Optimized comprehensive brand guidelines to strengthen brand cohesion across all channels.

Project Management Internship (1 Month Term) | Capgemini

Houston, Tx | Aug 2022 - Aug 2022

- Formulated consulting solutions to help solve business problems and present solutions company stakeholders.
- Generated extensive research into the areas of opportunity.
- Delivered mock-ups of application as part of design solutions.

Marketing Assistant (Campaign Management) | TGI Fridays

Dallas, Tx | Mar 2022 - Aug 2022

- Utilized SAP to create and design emails using my UX background.
- Coordinated emails and SMS campaigns for segmented audiences for over 100,000+ customers.
- Analyzed industry trends for email marketing to look for way to combine with UX strategies.

Website Designer | RightKeys Realty

Frisco, Tx | Jul 2020 - Mar 2022

- Initiated and implemented the application of UX/UI principles to conceptualize the design of the website.
- Collaborated with product managers to deliver creative, user-focused solutions.
- Created wireframes and design solutions inspired by comprehensive user feedback.

EDUCATION

M.S. Human Computer Interaction

Western Governors University | Aug 2025

B.S in Marketing

University of Texas at Dallas | Aug 2022

UXUI Certification

Rice University | Aug 2022

SKILLS

UX Research & Strategy

- User Research & Usability Testing
- Customer Journey Mapping
- Persona Development
- Heuristic Evaluation
- A/B Testing & Experimentation
- Data-Driven Decision Making
- Requirements Gathering

UX/UI Design & Architecture

- Wire-framing & Prototyping
- UX Frameworks & Information Architecture
- Responsive Design
- High-Fidelity Prototypes
- Design Systems
- Accessibility (WCAG, ADA)

Tools & Platforms

- Figma
- Balsamiq
- InVision
- Miro
- Trello / Jira
- Salesforce Marketing Cloud
- Google Analytics