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Experience

Principal Experience Designer | Design Manager

VERIZON | JUNE 2021 - PRESENT | REMOTE

- Led design strategy for Verizon Home App, launched Aug 2024, scaling to **444k+ customers, 9.8M+ sessions, with 4.5 App Store and 4.2 Google Play ratings**
- Owned authentication, setup, and notifications design, cutting “app unusable” tickets from **1,600+ to under 460 per release**
- Built scalable design systems improving accessibility and velocity, partnered with product/engineering on **10+ releases**, and mentored designers to raise craft standards

Lead Digital Product Designer

ICONMOBILE GROUP | DEC 2020 - MAY 2021 | REMOTE

- Directed UX for automotive clients (**BMW, KIA, Peterbilt, Kenworth**), delivering **next-gen concepts, systems, and advanced interaction models**
- Partnered with KIA UX to drive **their next-gen concept and design system**, raising design standards and practices across platforms
- Collaborated with stakeholders and mentored designers to align usability, innovation, and brand vision

Lead UI/UX Product Designer

Prismpop | AUG 2020 - NOV 2020 | REMOTE

- Led end-to-end design at startup founded by **ex-TikTok leaders**, reimagining **social shopping via short-form video and community discovery**
- Improved **App Store rating 3.9 → 4.7**, boosted web views **45%**, and reduced task time **20%**
- Partnered cross-functionally to define **roadmaps and feature concepts**, presenting directly to the CEO and driving **end-to-end launches** in a fast-paced startup

Lead UI/UX Product Designer | Unicorns & Unicorns

Senior Product Designer | Robert Half

Product Designer | Amazon, Monolo Design Studio

Product Manager | Anhua Golden Shield, Beijing W.A.S Technology

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Education

ArtCenter College of Design | **Bachelor of Science in Product Design**
PASADENA, U.S

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Honors

- Business Mentor at IFEL (Institute for Entrepreneurial Leadership)
- Career Coach at 4A's Foundation;
- Guest Speaker at ArtCenter College of Design | Product Design (2016-2017)
- A' Design Award Winner (2017 and 2022)
- European Product Design Award | Silver
- Featured at the 29th Annual ICFF NYC Show

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Skills

Product Vision, Product Strategy, Roadmap & Systems Design, High-Impact Product Launches, Thriving in Ambiguity, User-Centered Design, Product Design, UX Strategy, Interaction Design, End-to-End Journeys, Information Architecture, Scalable Design Systems, Inclusive Design, AI-Driven Design, Design Leadership, Cross-Functional Leadership, Design Ops, Storytelling & Persuasive Communication, Success Metrics, Accessibility, Figma, Sketch, Adobe CC, InVision, Jira, Confluence, Agile Collaboration, Platform Standards, Front-End Feasibility