

Senior UX manager, UX designer, and design generalist with 20+ years of experience specializing in the development and improvement of client-centric journeys for leading brands across product portfolios. Achieves user satisfaction and increases conversion rates through interactively tested, data-driven, and user-centered strategy and design.

## EXPERIENCE

### T-MOBILE | 06.2018 – PRESENT

#### Sr. Manager, User Experience | 02.2021 – Present

- Award-winning senior UX manager for this industry-leading telecommunications company, successfully connecting the company's brand identity across multiple product lines for a cohesive, user friendly customer experience resulting in increased conversion rates
- Creates effective UX strategies that enhances user satisfaction and drives business growth through thoughtful UX artifacts, user journeys, and personas
- Increases conversion rates through data-driven design decisions, testing, exploring potential usability issues, and identifying areas to improve
- Manages and leads a team of (6) designers across different experience levels, providing processes, strategy, art direction, mentorship, and career growth opportunities
- Fosters and maintains close relationships with the product teams and development teams, improving collaboration, communication, and productivity
  - **Products:** *Home Internet App, SyncUP Kids Watch, Drive & Tracker*
  - **Award:** *Product Management Team Award (Collaborator)*

#### Sr. Creative Development Manager | 06.2018 – 02.2021

- Led all marketing design needs for the T-Vision product, implementing hands-on design for print and digital platforms in addition to managing design processes and creative talent
- Executed UX design for the T-Vision product through collaboration with the development team to ensure cohesion across the company's brand identity and user journey
  - **Product:** *T-Vision*

## KEY PROJECTS

### T-Mobile Home Internet App

Acted as the lead designer with a team of designers for support, we successfully improved the experience and aesthetic of the app, and reached 1 million customers within a year after commercial launch.

### The Dallas Morning News

Conceptualized and implemented the Dallas Morning News ePaper multi-channel marketing campaign, and gained ~500K subscribers within the first 6 months after the campaign launched.

### Samsung Mobile

Managed and acted as the lead designer for the branded digital advertising displays within the Samsung Mobile lounge area at the Dallas Fort Worth Airport, improving brand awareness.

### Flexjet by Bombardier

Developed the Tail Fin campaign for Flexjet by Bombardier which circulated through print and digital platforms, and increased jet sales by ~ 20% after the first year of launching the campaign.

## EXPERIENCE CONT'D

### BLUEBAZOOKA CREATIVE STUDIO | 10.2013 – 2018

#### Creative Lead

- Directed creative and strategic services for this fast-paced multi-channel design studio with a focus on building strong client relations and dynamic experiences across digital, print, branding, and video
- Spearheaded new business development opportunities, acquired new accounts, pitched creative ideas, lead strategy sessions, managed vendors, and fostered client relationships
- Implemented design across multiple platforms focusing on branding, web design, web development, and motion graphics

### FLEXJET BY BOMBARDIER | 07.2012 – 10.2013

#### Creative Lead

- Led creative initiatives for this high-end private aviation company known as a top leader in the luxury market, focusing on re-launching the brand and elevating consumer perceptions
- Directed the creative vision, partnered with advertising agencies, and managed vendors, ensuring the company's strategy and communication objectives were accomplished
- Implemented hands-on design across a variety of channels including brand development, website design, advertising campaigns, email campaigns, photo shoots and video shoots

### SAMSUNG MOBILE | 12.2010 – 06.2012

#### Multimedia Design Specialist

- Created the branded digital experiences for this innovative technology company, with an emphasis on product videos, digital advertising displays, and mobile video presentations
- Partnered with advertising agencies for the development of video assets, providing the creative vision, and ensuring the company's brand goals are aligned
- Designed and actively managed the branded digital assets and advertising displays within the Samsung Mobile lounge at the Dallas Fort Worth Airport, successfully increasing brand awareness

## SKILLS

- Design Generalist
- Product Design
- Product Management
- Product Marketing
- Team Management
- Team Development
- UX Design
- UX Management

## APPS

- Abstract
- Adobe Creative Suite
- CSS
- Final Cut Pro
- Sketch
- WordPress
- XHTML

## EDUCATION

### Texas A&M University

Studied Visual Communication

### Brookhaven College

Studied Applied Arts & Sciences

### Certifications

Final Cut Pro Certification  
After Effects Certification