

FULL-TIME

6/2019 - 2/2024

Thermo Fisher Scientific

Senior UX Designer

San Diego, CA

- Collaborated with teams to develop intuitive user experiences for e-commerce and scientific applications.
- Conducted user research, usability testing, and heuristic evaluations to make informed design decisions. and ensure products meet user needs and industry standards.
- Translated user insights into wireframes, prototypes, and high-fidelity designs using tools such as Figma.
- Advocated for human-centered design principles throughout the product development lifecycle.
- Contributed to the ongoing evolution of Komodo the Thermo Fisher Scientific design system.
- Designed and patented an interactive amino acid sequence guide experience with business leaders.
- Key projects include Thermofisher.com (Antibodies, CRISPR gRNA, ELISA Builder, Transfection Selection Tool, 3D Product Tours), Ardia platform (Data Viewer for Chromatography & Mass Spectrometry)

9/2015 - 1/2018

Road Runner Sports

Web Designer & Digital Project Manager

San Diego, CA

- Managed and led a design & development team for all digital marketing initiatives.
- Design and development of web pages, emails, and online marketing campaigns.
- Collaborate and establish design consistency and coherence across all online channels.
- A/B testing of landing pages, emails, and marketing campaigns for increased site conversion.
- Support marketing objectives for revenue, profit, customer acquisition, retention and satisfaction.
- Work with the marketing and development teams to deliver quality assured projects.
- Develop methods to track the effectiveness of creative projects after implementation.

3/2013 - 9/2015

Welk Resort Group

Web Designer & Developer

San Marcos, CA

- Design of web pages, mobile apps and email marketing campaigns.
- Attend web-based meetings and present concepts / mock-ups to Creative Director.
- Ensure coordination and execution of all digital marketing initiatives.
- Continuous management of corporate website and content changes.

1/2012 - 10/2012

Haven Agency

Director of Client Partnerships

Rancho Cucamonga, CA

- Worked for a digital agency specializing in interactive websites, mobile apps, and online campaigns.
- Pitched to executive directors and digital marketing team about our full-services and capabilities.
- Generated client proposals and RFP's that are detailed and well written.
- Outlined all project-related documentation including project schedules, timelines, functional specifications, and information architecture.
- Assisted in the negotiation of contracts, non-disclosure agreements, payment terms, and SOW's.
- Ensured projects are completed on time, within budget, and at the highest level of quality.

11/2008 - 3/2010

Famous Stars and Straps

Web Designer & E-commerce Manager

Ontario, CA

- Worked for a lifestyle brand owned by Travis Barker of Blink 182.
- Designed print catalogs, web pages, microsites, and social media channels.
- Managed several online stores. (Famous Stars & Straps, Expensive Taste, The Fast Life)
- Worked with photographer to shoot, color correct and prepare products for online release.
- Continuously updated pricing, inventory levels, and product drop dates through Microsoft Dynamics.
- Reviewed Google analytics metrics including traffic, bounce rate, conversion rate, etc.

CONTRACT

3/2018 - 12/2018

Turtle Beach

Web Designer & Developer

Rancho Bernardo, CA

- Worked with the leading gaming headset and accessory manufacturer.
- Supported the Director of Global Marketing on all online campaigns and product launches.
- Designed and developed featured release, affiliate, partnership and esports pages on Shopify Plus.
- Designed, developed, and executed global campaigns for Black Friday & Cyber Monday.
- Contributed to a 107% increase in annual revenue totaling \$270 million

11/2012 - 2/2013

Pac Sun

Web Designer & Developer

Anaheim, CA

- Worked with one of the leading retailers targeting teens and young adults.
- Designed aspects of the marketing website and implemented new site functionality.
- Redesigned existing mobile website while simplifying credit card transaction process

7/2011-12/2011

Delias

Web Designer

New York, NY

- Worked with a lifestyle brand targeting preteen and teenage girls.
- Designed web pages, affiliate banners and email marketing campaigns
- Met with marketing and merchandise teams to support online marketing initiatives.
- Attended web-based meetings and presented concepts and mock-ups to Creative Director

6/2010-11/2010

Electric Visual

San Clemente, CA

Web Designer

- Worked with one of the leading sunglasses and goggles manufacturer.
- Created wireframes, mockups, and prototypes to communicate design concepts.
- Provided website maintenance and support, including updates, and content management.

SKILLS

- User Research
- Interaction Design
- Visual Design
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Collaboration
- Communication
- Problem Solving
- Empathy & User Advocacy

TOOLS

- Figma
- Sketch
- Adobe Creative Suite
- Abstract
- JIRA
- Azure DevOps
- Asana

Programming Languages

- HTML 5, CSS3, Javascript, Python, Java, PHP, Swift, Remix

CERTIFICATION

- LUMA Institute: Certified Practitioner of Human Centered Design

PATENTS

- Interactive Amino Acid Sequence Guide
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HONORS

- Boy Scouts of America Eagle Scout Award
- 2014 Welk Resort's President Club's Award
- GD USA American Inhouse Design Award 2008

EDUCATION

State University of New York at Oswego, NY
Bachelor of Arts
Major in Graphic Design
Minor in Business Administration

REFERENCES

Available upon request