

SENIOR PRODUCT DESIGNER

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INTRODUCTION

Passionate about transforming **complex challenges into simple, meaningful, and intuitive user experiences**. As a design leader, I partner across teams to create scalable, high-impact solutions, and I'm driven to apply AI in ways that amplify human creativity and shape the next generation of product design.

WORK EXPERIENCE

Senior Product Designer | Mastercard | 2023 - 2025

This role was in the Innovation and Security Solutions department which brings advanced technologies to the forefront of the fintech industry for Mastercard.

- Transformed an early-stage concept into a comprehensive end-to-end experience for a cryptographic fraud platform for financial institutions, targeted to generate \$15M in first-year revenue and leveraging machine learning to detect and mitigate fraud across multiple financial networks.
- Drove product strategy and collaborated with senior leadership to design a dark mode UI system, creating adaptive, intuitive interfaces that improved workflow efficiency for 30,000+ global employees.
- Led end-to-end design of high-fidelity mockups and user flows for an API-based security tool, balancing qualitative user insights with quantitative metrics to achieve an 85% customer satisfaction rating.
- Partnered with executives to craft strategic visuals and narratives, simplifying complex financial solutions and enhancing stakeholder engagement.
- Mentored junior designers and led cross-functional workshops, fostering creativity, collaboration, and continuous learning across teams.
- Led cross-team efforts to visualize global scam workflows, enabling design of preventative solutions that improved user safety, reducing fraud incidents by 24%, and strengthened compliance across 10+ international regions.

Design Director | PlatformSTL | 2018 - 2025

At PlatformSTL, I collaborate with academics and innovators to develop groundbreaking technologies in the healthcare and research sector.

- Pioneered intuitive, scalable user interfaces for healthcare platforms in collaboration with Washington University doctors, securing \$2M+ in NIH funding and earning multiple small business awards for innovative, user-focused design.
- Partnered with the CEO to drive strategic product vision, establishing best-in-class design practices that aligned marketing, SEO, and product development with organizational goals, enhancing platform scalability and user engagement.
- Designed and led the rollout of a marketing website and software suite for the AOPO Annual Conference, creating adaptive, delightful experiences that boosted engagement for 500+ attendees across multiple sessions.
- Championed user needs through research-informed design, achieving a 90% client acquisition rate by presenting tailored, elegant solutions that simplified complex software capabilities for prospective clients.

SKILLS

User Experience Design, Interaction Design, Mobile & Web App Design, AR/VR Design, Human-Centered Design (HCD), Accessibility/Inclusive Design, Service Design, Information Architecture (IA), Design Systems, Rapid Prototyping, High-Fidelity Mockups, UX for LLMs, Generative AI, AI-Driven Design, Machine Learning (ML), Usability Testing, Design Strategy, Data-Driven Design, Analytics, Product Management, Stakeholder Management, Collaboration, Leadership, Critical Thinking, Creativity, Emotional Intelligence, Time Management, Continuous Learning, Innovation, Digital & Data Literacy

SOFTWARE/LANGUAGES

Figma, Sketch, Adobe Creative Suite, Adobe Experience Manager, Salesforce, Wordpress, WIX, UserTesting, Miro, Jira, Confluence, Teams, Slack, HTML, CSS, JavaScript, GPT, Claude, Grok

WORK EXPERIENCE (CONTINUED)

Lead Product Designer | Mastercard | 2018 - 2023

In this role, I worked with Smart Data, Mastercard's platform offering a full suite of tools for global enterprises to track, manage, report, and control purchases and expenses.

- Streamlined corporate card account creation process, reducing onboarding time from 3 days to under 10 minutes, delivering consistently delightful, user-centric experiences and enhancing operational efficiency.
- Collaborated with cross-functional teams to design adaptive, scalable interfaces for sustainability-focused financial platforms, aligning customer journey maps with strategic objectives to maximize platform value.
- Led end-to-end design of high-fidelity mockups and user flows for a reporting platform, integrating research insights to improve functionality and user engagement.
- Designed strategic roadmap visualizations and executive summaries, simplifying complex project milestones and supporting a multibillion-dollar agreement with a leading industry bank.
- Mentored three cross-functional teams during Mastercard's Innovation Week, fostering collaboration and championing user-focused design principles, while presenting insights on innovation to a live audience.
- Conducted user research and focus groups to optimize UI discoverability for an expense management service, driving design improvements that increased user satisfaction by 75%.

Manager of Front-End Dev/Design | Scottrade | 2012 - 2018

Scottrade was an industry leader in self-managed financial investments, priding itself on providing quality tools and services for its clients to improve their financial success.

- Led the redesign of Scottrade's trading platform, developing intuitive interfaces that simplified complex financial tasks and received industry accolades. Partnered with product and engineering teams to design user-centric dashboards and features, improving workflow efficiency and overall user experience.
- Designed user-centric marketing websites, boosting engagement and driving 20% growth in user awareness.
- Championed scalable design systems in Adobe Experience Manager, driving efficiency and ensuring consistent, delightful user experiences across multiple platforms.
- Developed a 300+ page knowledge center with interactive workflows, streamlining access and empowering efficient user navigation of complex financial tools.
- Conducted design reviews and led a small team, fostering collaboration and elevating design quality.

Web, Multimedia Designer | Concordia Publishing House | 2006 - 2012

Concordia Publishing House is a nonprofit publishing company whose mission is to provide innovative products and services that improve the experience and exceed the expectations of their customers.

- Designed the eCommerce website, created graphics, and optimized product imagery for better user experience.
- Served as a founding member and contributor to CPH's inaugural innovation team.
- Created marketing websites for a children's educational series, boosting engagement, traffic, and brand awareness.

EDUCATION / TRAINING

- Bachelor of Fine Arts, Concordia University
- SAFe Agile Methodology Certification
- Management Training Courses - Scottrade
- Product Management Training Courses - Mastercard
- Leading at the Speed of Trust® Knowledge Certificate - Franklin Covey
- Certified Payments and Fraud Prevention Professional (CPFPP) - MRC