

PROFESSIONAL SUMMARY

Product Experience Leader with 13+ years guiding UX strategy across fintech, retail, healthcare, and SaaS environments. Experienced aligning product, design, engineering, and data teams to deliver scalable enterprise platforms and analytics-driven systems. Specializes in shaping workflows that integrate analytics, automation, and emerging AI capabilities into usable enterprise tools that support operational clarity, accessibility, and decision-making. Known for driving cross-functional alignment and influencing product direction through experience strategy within complex platform environments.

PROFESSIONAL EXPERIENCE

Principal Product Designer

The Home Depot – Atlanta, GA | November 2025 - February 2026

- Owned UX strategy for mPulse, an enterprise AI/ML pricing platform across Merchandising
- Partnered with Product, Engineering, and Pricing Strategy to align experience with operational needs
- Defined interaction patterns for data visualization, filtering, and decision-support workflows
- Delivered personas, journey maps, and service blueprints grounding AI features in user needs
- Aligned stakeholders around shared decision-support workflows for AI-assisted pricing decisions
- Shaped future state UX for proactive AI pricing insights to improve Merchant decision efficiency
- Partnered with Product and Engineering on story writing and backlog development

Senior Product Designer

Fiserv – Alpharetta, GA | June 2022 – October 2025

- Led UX across enterprise payment platforms and dashboards serving financial institutions at scale
- Partnered with product and engineering leadership to clarify priorities and define roadmap direction
- Designed configuration and operational tools supporting complex, high-volume financial workflows
- Established a reusable UX pattern library adopted enterprise-wide across distributed product teams
- Championed WCAG 2.1 AA accessibility across enterprise systems organization-wide
- Mentored designers and strengthened collaboration across product, engineering, and analytics teams
- Influenced product direction through workflow modeling, surfacing experience gaps ahead of development

UX Advisor

Fiserv – Alpharetta, GA | July 2021 – June 2022

- Advised enterprise platform initiatives introducing automation toward transparent, user-centered design
- Facilitated workshops aligning business and user needs across a large distributed organization
- Guided teams in reducing friction across high-frequency operational journeys
- Defined UX standards supporting scalability across distributed platform teams
- Synthesized research insights into strategic roadmap recommendations across enterprise workstreams
- Defined experience guardrails supporting scalable automation and analytics-driven platform initiatives

Senior UX Designer

Ping – Atlanta, GA | December 2019 – June 2021

- Led UX across analytics-driven enterprise engagement platforms serving a large-scale B2B user base
- Designed interaction models for complex data environments, making system intelligence actionable
- Partnered with Product and Engineering to ground feature direction in user behavior and data
- Influenced roadmap direction through systems thinking and experience-led product advocacy
- Improved adoption of analytics-driven product capabilities across enterprise engagement platforms
- Built scalable UX frameworks that raised the design standard across multiple product lines

UX Design Lead

Online Insight – Atlanta, GA | Apr 2018 – November 2019

- Led UX for healthcare onboarding platforms serving a broad patient and provider user base
- Conducted research and usability testing to validate decisions and reduce onboarding friction
- Created journey maps reflecting complex user needs that drove platform-wide workflow improvements
- Delivered interaction and visual design end-to-end from concept through launch

UX Designer

WebMD – Atlanta, GA | November 2013 – March 2018

- Led UX design across large-scale healthcare onboarding platforms reaching a broad national user base
- Conducted research and usability testing to simplify complex healthcare journeys
- Simplified complex healthcare journeys through iterative, research-validated design
- Delivered interaction and visual design from concept to launch

EDUCATION & CERTIFICATIONS

- **B.A. Graphic Design, A.A. Studio Art | Anderson University**
- **Generative AI Strategy & Leadership Program | Vanderbilt University**
- **Human-Computer Interaction for User Experience Design, Designing and Building AI Products and Services | MIT**
- **Interaction Design Foundation (IxDF)**
- **Nielsen Norman Group (NNG)**

Core Tools: Figma • FigJam • Miro • Power BI • Tableau • Pendo • Google Analytics • Notion

Core Capabilities: Enterprise Platform Design • Product Strategy • UX Strategy • Data Visualization • Accessibility (WCAG 2.1 AA)