

PROFESSIONAL SUMMARY

Principal Product Designer specializing in enterprise platforms, complex workflows, and AI-assisted experiences. Proven success translating business goals, technical complexity, and data-rich systems into intuitive products across automotive, retail, financial services, and healthcare. Partners with Product, Engineering, Research, and Data teams to modernize platforms, simplify operations, and deliver scalable experiences that improve decision-making.

EXPERIENCE

Principal Product Designer | Enterprise Platforms & Administration

Cox Automotive – Atlanta, GA | June 2026 – Present (Contract)

- Lead product design and platform strategy for connected enterprise administration and complex workflows.
- Partner with Product, Engineering, and business stakeholders across cross-product platform initiatives.
- Define IA and navigation patterns connecting shared administration with product-owned experiences.
- Lead discovery, workshops, and user feedback to validate direction and resolve ambiguous requirements.
- Design permissions and access workflows preserving clear user, organization, and product context.
- Apply reusable Interstate patterns across navigation, tables, forms, status, and feedback.
- Explore AI-assisted administrative workflows supporting explainability, recommendations, and human oversight.

Lead Product Designer | Enterprise Pricing & Merchandising Systems

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

- Led UX strategy for enterprise pricing and merchandising systems supporting complex retail operations.
- Conducted research across six user groups to validate product direction and business priorities.
- Synthesized research into value streams and decision frameworks aligning cross-functional teams.
- Designed decision-support workflows improving pricing visibility, explainability, and operational context.
- Partnered with Data Science to improve pricing-model transparency and workflow usability.
- Defined reusable interaction patterns supporting pricing automation and scalable enterprise workflows.
- Influenced roadmap strategy by translating research into prioritized product opportunities.

UX Manager & Senior Product Designer | Fintech Analytics & Operational Systems

Fiserv – Alpharetta, GA | June 2022 – October 2025

- Led product design across enterprise analytics and payment platforms for major financial institutions.
- Managed and mentored designers while improving quality, consistency, and delivery across initiatives.
- Partnered with Product, Engineering, Research, and business teams on strategy and execution.
- Designed dashboards and workflows translating complex financial data into clearer decisions.
- Led research and workflow synthesis identifying user needs and platform opportunities.
- Established reusable UX patterns supporting scalability, accessibility, and cross-team adoption.
- Influenced roadmap direction by translating research and requirements into actionable strategy.
- Advanced UX maturity through mentorship, advocacy, and scalable design practices.

UX Advisor | Enterprise Platforms & Analytics

Fiserv – Alpharetta, GA | July 2021 – June 2022

- Guided enterprise modernization across analytics, automation, and complex operational workflows.
- Facilitated cross-functional workshops aligning product strategy, business priorities, and user needs.
- Defined UX standards and reusable patterns supporting scalable enterprise analytics platforms.
- Delivered research-driven recommendations influencing product roadmaps and platform decisions.

Senior UX Designer | Enterprise SaaS & Configuration

Ping – Atlanta, GA | April 2019 – June 2021

- Led UX initiatives for enterprise configuration and deployment platforms supporting complex B2B SaaS.
- Designed scalable workflows for configuration, validation, dependencies, and deployment.
- Built interaction models translating technical dependencies into intuitive administrative experiences.
- Partnered with Product and Engineering to improve platform usability and operational efficiency.

Senior UX Designer | Healthcare Platforms

WebMD – Atlanta, GA | November 2013 – March 2019

- Designed consumer and enterprise healthcare experiences across responsive web and mobile platforms.
- Led UX initiatives simplifying complex healthcare journeys through research-driven interaction design.
- Delivered scalable interaction and visual-design solutions across multiple healthcare products.
- Designed high-traffic digital experiences serving millions of users nationwide.
- Contributed to platform evolution through continuous research, iteration, and collaboration.

EDUCATION & CERTIFICATIONS

- Anderson University | B.A. Graphic Design, A.A. Studio Art
- Vanderbilt University | Generative AI, Prompt Engineering & Agentic Systems
- MIT | Human-Computer Interaction & AI Product Design
- IxDF | AI for Designers, Human-AI Interaction
- Nielsen Norman Group (NN/g) | UX Management Certification

Core Tools: Figma • FigJam • ChatGPT • Claude • Microsoft Copilot • Gemini • Miro • Notion • Power BI • Pendo • Google Analytics

Core Capabilities: Enterprise Platforms • Product Strategy • AI-Assisted Workflows • Design Systems • Human-AI Interaction • Systems Thinking • Decision Support • Data Visualization • Design Leadership