

ABOUT ME

Human-centered UX leader and senior IC with 20+ years in design and 15+ years in product-focused UX. I lead global teams while staying deeply hands-on in strategy, systems, and craft — guiding end-to-end experiences from research and vision through execution. Skilled in maturing UX practices, designing at scale, and partnering across Product and Engineering to shape user-centered, business-aligned solutions. I bring a blend of creative excellence, strategic thinking, and team leadership that adapts well to organizations of all sizes.

CORE SKILLS

UX LEADERSHIP & STRATEGY	PRODUCT DESIGN & RESEARCH	AI & SYSTEMS DESIGN	TOOLS
• Design strategy • Team leadership • Cross-functional alignment • Product vision • Roadmapping • Stakeholder influence • Organizational UX maturity	• Interaction design • User flows • Wireframing • Prototyping • Usability testing • Behavioral design • Gamification • Affinity mapping • A/B testing • Accessibility	• AI-assisted workflows • Prompt-driven ideation • Design systems • Component libraries • Pattern governance • UX operations	• Figma • Adobe Creative Suite • Miro • UserTesting.com • Dscout • Jira • Confluence • Sketch • HTML/CSS (working knowledge)

PROFESSIONAL EXPERIENCE

WEBMD HEALTH SERVICES

● Head of UX (UX/UI Manager) 📅 April 2021 – Present

Top UX leader owning experience strategy, team development, and hands-on product design across the enterprise well-being platform. Lead a 10-person global UX org (U.S. + Vietnam), including a UX Manager direct report, while actively contributing IC work on high-impact initiatives.

Leadership & Strategy

- Partnered with senior Product and Engineering leadership — including the VP of Product — to define UX strategy across major product areas and influence multi-year roadmap direction.
- Led a distributed UX team through planning, reviews, alignment rituals, and cross-functional collaboration.
- Elevated UX maturity in a non-design-led organization by establishing scalable processes, building cross-team alignment, and guiding leadership toward user-centered decision-making.

Team Development & Operations

- Led and developed a global 10-person UX org (U.S. + Vietnam) — including managing and coaching a UX Manager — while guiding hiring needs, growth paths, and team structure.
- Established repeatable UX processes (research playbooks, design reviews, double diamond frameworks), reducing rework and strengthening team autonomy.

Systems, Innovation & IC Work

- Built and governed design systems and component libraries, improving UI consistency by ~30%.
- Led UX operations innovation, including AI-assisted workflows that accelerated research synthesis and design iteration, improving efficiency across multiple teams.
- Led UX execution for high-impact experiences, contributing hands-on to IA, flows, wireframes, prototypes, and behavioral design models.

WEBMD HEALTH SERVICES CON'T

UX/UI Lead Designer 📅 Jan 2020 – April 2021

- Owned end-to-end design across multiple feature areas, from research through high-fidelity UI.
- Drove research cadence via UserTesting.com, ensuring insights directly informed product decisions.
- Partnered with PM & Engineering leads to define experience direction and shape platform-wide behavior-change and gamification strategies.
- Strengthened UX Ops foundations and earned NN/g Management certification.

UX/UI Designer 📅 May 2017 – Jan 2020

- Designed full-cycle behavior-change experiences using flows, prototypes, and visual/UI design.
- Developed the “Blended Behavior Change Model,” now foundational to the product vision.
- Contributed to major platform redesigns, including a homepage that **increased engagement by 28%** and significantly improved health topic + goal participation.

WILLIAMS-SONOMA, INC: REJUVENATION

Web Designer 📅 May 2013 – May 2017

- Designed UX/UI for complex product configuration flows, contributing to a 34% lift in site conversion.
- Produced digital assets for web + email; ensured brand consistency across channels.
- Collaborated with sister brands (Pottery Barn, West Elm) on major promotional campaigns.
- **Impact:** +50% eCommerce sales, +66% email demand, +41% email conversion (2016).

OTHER EXPERIENCE

Anthro Technology Furniture — Multimedia Designer

- Led digital creative for eCommerce, email, and ads; managed junior designers and video production.

MotoSport.com — eCommerce Designer

- Designed UI and supported seasonal marketing campaigns.

Dark Horse Comics — Graphic Designer

- Created covers/interiors for *Star Wars*, *Buffy*, *Serenity*, *Hellboy*, *300*, and more.
- Earned PGW Silver Award.

Freelance Creative

- Illustration, branding, book design — selected work [Dribbble](#) and [Redbubble](#).

EDUCATION

BA, Graphic Design

Portland State University
Magna Cum Laude

CERTIFICATIONS

Certificate—Health Behavior Change: From Evidence to Action

Coursera: Yale School of Public Health, January 2023

IAAP WAS Certification Preparation Curriculum v2.0

Deque University, January 2022

Web Accessibility Curriculum v2.2

Deque University, January 2022

UX Management & UX Research Certificates

Nielsen Norman Group
2019 and 2020