

Well-rounded 15 year designer, pursuing to strengthen digital products through smart and efficient UI strategies, retain and build user trust, increase business' awareness of user trends, and impact policies in an AI-driven culture.

At-a-Glance Qualifications:

- ☑ Develops user-centered designs backed by data-driven validation
- ☑ Builds solutions through balanced team leadership and collaboration
- ☑ Maintains stakeholder transparency, engagement, and confidence

Product Designer - GS-14 | 2021 - Present

U.S. Citizenship and Immigration Services (USCIS), Washington, DC

Role: Leads UX strategy of Asylum and Refugee case management systems and web applications, in Agile environment.

- **Full Stack User Experience:** Leads user experience design process from research to implementation. Conducts interviews, field studies, surveys, focus groups, and heuristic analysis to learn user behaviors, motivations, pain points to gather data. Actively listens to users, asking open-ended and follow up questions to identify and understand problem space. Synthesizes research findings into qualitative and quantitative insights to inform UI decisions. Facilitates design studios to ideate lean solutions and conceptualize innovative enhancements. Validates high-fidelity prototypes through usability testing. Designs mockups utilizing USWDS and in-house design system components to ensure consistency and maintain continuity across applications. Creates artifacts such as user journey maps and service blueprints. Combines research and data-tracking tools to uncover user trends, identify reasons for user error, and measure success of releases post-launch.
- **Balanced Team Collaboration:** Proactively pairs with Software Engineers to balance technical feasibility without compromising user experience. Assesses under-performing features and discusses alternate UI components. Discusses code refactors and custom CSS challenges. Investigates real-time issues and delivers solutions for critical bugs. Responds to affected users with clear, non-technical messaging. Identifies product releases that require a flipper toggle. Joins forces with Product Manager to craft impactful, roadmap objectives resulting in positive business solutions; Writes sizable stories that narrates user scenarios. Develops quarterly OKRs to meet organizational goals. Creates baseline metrics to conduct lean experiments and test hypotheses.
- **Stakeholder Engagement:** Transforms requirements into user-centered and business-accommodated wins. Presents high-level insights to increase stakeholder buy-in to validate design and development decisions. Demos existing features and in-flight stories. Coordinates and implements risk management strategies for non-U.S. remote locations. Drafts proposals recommending modifications to existing policies and digital requirements, with supporting research information. Facilitates prioritization exercises with Product Owners.

Accomplishments:

- *Travels to Asylum offices and Refugee Settlement Centers (RSCs) world-wide to conduct user research.*
- *Coordinated and ran a successful MVP (minimum viable product) pilot in South America.*
- *Contributed to White House initiative by designing an iPad application to support refugee interviewing at RSCs.*
- *Increased completion reviewal output to 7,000+ per month, a 900% increase in one fiscal year.*

Web Designer | 2012 - 2021

George Mason University, Fairfax, VA

- Design web, mobile, and content management system (CMS) interfaces utilizing front end technologies.
- Maintain front end development and code assets, views, and themes within Ruby on Rails framework.
- Analyze site traffic via Google Analytics, create dashboards, and deliver customized reports to website owners.
- Test branches in development and review Github pull requests.
- Correct 508 accessibility errors and debug browser issues.

- Collaborate with Marketing and Communications team to strategize recruitment to increase student enrollment through campaign web page, advertising, email, social media, and printed materials.
- Work closely with researchers to create interactive visualizations utilizing Javascript libraries.
- Liaison for web owners on website management, SEO, information architecture, and content curation.
- Lead CMS trainings, produce training curriculums and online documentation, and provide technical assistance.
- Provide graphic design expertise and create illustrations and marketing materials.
- Educate staff about phishing attacks and remain knowledgeable about security vulnerabilities.

Lead Visual Designer (Freelance) | 2011

Project Create, Washington, D.C.

- Co-developed and redesigned a website into WordPress pro-bono.
- Met with executive director to produce proposal, mission statement, and deadlines of deliverables.
- Responsible for front end development, logo, and visual branding and identity.
- Trained Project Create staff on usage of Wordpress CMS; Administered admin and editor roles.
- Presented website at Project Create's annual donor and community event.

Production Coordinator | 2009 - 2011

Dominion Dental Services Inc., Alexandria, VA

- Created graphics and designed member enrollment forms and marketing materials.
- Handled requests from regional sales managers and shipped materials to requested destinations.
- Assisted Manager of Graphic Design and COO with projects and presentations.
- Served as liaison with vendors and handled invoices.
- Provided administrative assistance, organized inventory and paper/digital archives.

Toolbox: Figma, Sketch, Adobe Illustrator & Photoshop, Mural, Invision, Jira, HTML/CSS, Ruby/Rails, Github, Chrome Dev Tools

Higher Education:

Web Design Certificate, Boston University's Center for Digital Imaging Arts, Washington, DC (2011)

B.A. in Fine Arts, Hampton University, Hampton, VA (2004 - 2008)