



Experienced **Product Design(er) Leader** with 13 years in design systems and organizational development. Passionate about driving strategic design initiatives, scaling teams, and optimizing product development through creative direction and systemized design solutions. Seeking a **Director** role to lead high-impact design efforts and streamline UX workflows.

Experience **Lead Product Designer, Thoropass.** December 2022 - January 2025

- Led the creation and implementation of Rozú , Thoropass' new design system, streamlining UI components and guidelines to accelerate product development.
- Established a design systems council to ensure design system governance, enabling cross-team collaboration and quality control.
- Designed a new WCAG-compliant navigation menu, improving discoverability and reducing user friction.
- Reduced UI development time by 40-60%, enabling faster feature rollouts, including First Pass AI, SSO, Tasks, Risk Management, and more.
- Collaborated with Design, Marketing, Product, and Engineering to align the system with brand standards and development efficiency.
- Mentored designers through weekly 1:1s, fostering consistency and advocacy for the design system across teams.

Manager, Product Design, FieldRoutes Software. August 2019 - December 2022

- Established the design organization from the ground up, defining roles, responsibilities, pay scales, and career paths; scaled the team from 1 to 5 designers supporting three core products.
- Led the creation and implementation of two design systems (mobile & web), standardizing UI components and saving development teams up to 50% in UI build time.
- Consolidated three outdated legacy mobile apps into a single, streamlined FieldRoutes mobile experience, improving efficiency for field service reps and technicians.
- Designed a new WCAG-compliant mobile navigation system, enhancing way-finding, customization, and accessibility.
- Conducted on-site user research, usability testing, and customer feedback sessions to inform design decisions.
- Mentored and coached designers through weekly 1:1s, fostering advocacy for design system consistency across web and mobile SaaS applications.

Manager of Product Design / Lead Product Designer, HCL Technologies. February 2016 - August 2019

- Acted as Creative Director, mentoring designers through weekly 1:1 in-depth working sessions, design reviews, challenges, and critique sessions to foster creativity beyond client work.
- Led long-term brainstorming and strategy sessions, aligning the team on feature recommendations and UX improvements.
- Conducted user research by analyzing target audiences, personas, and functional needs, translating insights into personas, customer journeys, workflows, and style guides.
- Grew the design team from five to eight, including hiring and relocation support for out-of-state talent.
- Designed and led a summer internship program, mentoring a student on research, testing, engineering collaboration, and product design, culminating in a portfolio case study.
- Facilitated user research and testing through on-site shadowing, customer leadership sessions, and usability testing.

Skills SaaS, B2B, B2B2C, Startups, Design Vision, Mobile/Web Design, Establishing Process, Figma, Mentorship, Creative Direction, Design Systems, Product Design, Organizational Development, UX/UI, Visual Design

Awards & Mentions **Studio Smashers - Volume 2, Invision.** April 2019 • Invision team loved micro-interaction and motion design

Made with Studio (50, 52, 62), Invision & Muzli. Mar 4, Mar 18, Jun 3, 2019 • Design Inspiration

FedEx Key Contributor Award, FedEx Office. January 2013 • Success of Pickup and Delivery integration