

PRODUCT DESIGN LEADER | UX/UI DESIGN

USABILITY TESTING | PROTOTYPING | USER EXPERIENCE | AI DESIGN

Product Design Lead with 10+ years of experience driving UX strategy, platform design, and AI-enabled workflows across fintech, healthcare, and enterprise SaaS products. Currently leading product design initiatives at Convera, shaping global payments experiences and spearheading the development of an AI-powered design agent to scale design quality and accelerate product delivery. Proven track record of partnering with cross-functional and executive stakeholders, influencing product direction, and building scalable design systems that align user needs with business outcomes in complex, regulated environments.

CAPABILITIES

- ✓ Product Strategy
- ✓ AI-Driven Workflows
- ✓ UX Research & Testing
- ✓ Cross-functional Collaboration
- ✓ Design Systems & Scalability
- ✓ Enterprise Design

EDUCATION

MBA in Digital Media Management – St. Edward's University, Austin, TX – May 2015

BFA in Media Arts and Animation – Art Institute of Dallas, Dallas, TX – June 2010

Certificate of Achievement in UI/UX Design for AI Products – Stanford Online – March 2026

AI & EMERGING TECHNOLOGY

- ✓ Designing AI-assisted product design workflows and rule-based systems for automated UI generation
- ✓ Exploring design-to-code and code-to-design pipelines to accelerate development cycles
- ✓ Applying human-centered AI principles to ensure usability, transparency, and control in AI-driven systems

PROFESSIONAL EXPERIENCE

Convera

Product Design Lead

Dallas, TX – February 2023 – Present

- Lead product design initiatives for a global payments platform, improving usability and enabling scalable delivery across complex cross-border financial workflows in a regulated environment
- Led end-to-end redesign of the client onboarding experience, transforming a manual PDF-based process into a fully digital application
 - Reduced overall onboarding time from 18 days to 11 days
 - Reduced application completion time from 3–5 days to approximately 4 hours
- Drive alignment with Product and Engineering to define roadmap and product direction
- Drive UX solutions within regulatory and compliance-heavy environments, balancing business constraints with user needs
- Spearheading development of an AI-powered design agent to reduce design iteration cycles and improve consistency across product experiences
 - Define rule-based systems to train AI models to generate production-ready UI designs in Figma
 - Translate product requirements and user stories into structured inputs for AI-driven design generation
 - Establish design guardrails to ensure outputs align with design system standards and UX best practices
 - Explore design-to-code and code-to-design workflows to accelerate product development cycles
- Apply human-centered AI principles from Stanford certification to integrate AI into product design workflows
- Establish scalable design patterns and platform-level consistency to improve user experience and engineering efficiency

Signify Health

Sr. Product Lead, User Experience

Dallas, TX – July 2020 – October 2022

- Led UX across 8+ healthcare products, driving consistency and scalability across multiple platforms

- Managed and mentored a team of designers, establishing UX processes, standards, and best practices
- Partnered with SVP of Product and cross-functional leaders to influence product strategy and roadmap decisions
- Introduced structured UX methodologies including usability testing, user research, and journey mapping
- Improved cross-team alignment and product delivery through standardized design approaches

ResMan | Property Management software

Principal UX Designer

Plano, TX – June 2019 – June 2020

- Owned UX strategy for a multi-vertical property management platform
- Partnered directly with CTO to define product direction and UX roadmap
- Built and scaled UX function, including hiring, budgeting, and process implementation
- Established cross-functional workflows across Product, Engineering, Sales, and Marketing
- Standardized user experience across multiple verticals, improving product consistency and scalability

Senior UX Designer

Plano, TX – November 2018 – June 2019

- Collaborate with Engineering and Product Owners on product initiatives
- Define interaction design and functionality with developers
- Implemented new design workflow for product team
- Scheduled solutioning sessions with Product Owners and Lead Engineers
- Created wireframes, mid and high-fidelity mockups
- Utilized Zeplin for design specifications to Engineering
- Create presentation for anything relating to the UX team
 - o Presented to the company on UX Education
 - o Presented to Sales team on UX strategy and initiatives for each quarter
- Implemented Usability Testing for the company
- Implemented Stakeholder interviews for the different user personas and product lines
- Coached the Jr. Designer on all aspects of UX Design and Usability Testing
- Created surveys and questionnaires for the discovery process on several product verticals

MoneyGram International Inc.

Frisco, TX – April 2017 – November 2018

Senior UX Designer

- Designed global money transfer kiosk experience, navigating complex regulatory and compliance requirements
- Collaborated with Product, Engineering, Legal, and Marketing to deliver MVP and phased product rollout
- Defined interaction models, system behavior, and workflows for financial transactions
- Managed vendor relationships and oversaw delivery of motion and interactive components
- Supported innovation lab initiatives through rapid prototyping and usability testing

Rockfish Interactive, WPP

Experience Architect

Frisco, TX – January 2017 – April 2017

- Create user flows, wireframes, personas and prototypes
- Create product roadmaps, attention to UX detail and functionality
- Collaborate with Creative and Technology
- Present deliverables to clients
- Create product blueprints, understand data infrastructure needs for product build
- Collaborate with client to ensure delivery on project deadlines
- Work with project managers to maintain budget for each project
- Administer user testing to gather feedback on product during iterative design
- Whiteboard sessions with other disciplines to capture user flow and functionality

Associate Experience Architect

Frisco, TX – June 2015 – December 2016

- User studies, understanding the user and develop experiences best suited for user needs
- Build wireframes, user flows, site maps, and research digital trends
- Present deliverables to internal team for review and feedback
- Present deliverables to client
- Collaborate with Creative, Technology and Strategy departments