

ABOUT ME:

I'm a Product Designer with over 10 years of experience in UX and UI design. I create visually engaging, user-centered products that are both functional and intuitive.

My approach is rooted in curiosity, empathy, and attention to detail.

I love collaborating with teams, learning from others, and sharing my process to bring meaningful products to life.

PRODUCT
DESIGN SKILLS

Product Design · User-Centered Design · UX Research · UI Design · Wire framing · Storyboarding · Persona & Scenario Development · Rapid Prototyping · Data Visualization

ADDITIONAL
SKILLS

Project Management · Branding & Corporate Identity · Public Speaking & Presentations · Marketing Strategies · Dev Handover Documentation · QA · Customer Experience Mapping · Mandarin (2nd Language)

TOOLS

Figma · Adobe XD · UXPin · Jira · Confluence · Adobe Creative Suite · FigJam · HTML · CSS · Material Design · Material UI · GitHub · Squarespace · Canva

CAREER HIGHLIGHTS

- Speaker & panelist at KC Design Week 2024 for UXPA-KC on the topic of Digital Accessibility in Product Design.
- 15 years in Branding and Product Design: Bringing more than 9 different web and mobile products, SaaS, enterprise software to market in the field of NGO, healthcare, athletics, financial and marketing.
- Mentoring UX/UI Designer, Multi-Disciplinary Designers, Frontend Devs and Marketing Professionals in my last 10 years.
- Full-Stack Development Education Certification with University of Kansas to enhance my understanding of developers' needs and requirements from Product Designers.

WORK EXPERIENCE AND ACCOMPLISHMENTS

Lead UX/UI Designer & Product Designer

Cascade Health Services (Kansas City, MO) April 2021 - August 2024

- UX research, persona building, wire frame and storyboarding for four key products.
- UX Design for payroll systems, mobile app, internal scheduling process, and client-portal
- Efficiency for accounting's billing cycle **increased 2x** · Adoption rate for mobile healthcare workers **increased by 2.5x** · Clients adopting client portal **increased 2x** · Filling clients' scheduling needs **increased 2x**
- Guided adoption of Figma, ADA compliance, co-wrote dev documentation and aided QA.
- Led Rebranding effort of Corporate identity.

UX/UI Designer 1

Midwestern Interactive (Joplin, MO)

January 2020 - April 2021

- UI/UX designs for client's needs, including Redux, Spire, Agazon and Takeover.
- Meeting with clients for ideation, prototyping, wire framing, storyboarding, personas, surveys and MVP.
- Coordinating with Product Managers and Developers for UX and UI design
- From Concept to MVP speed **increased by 2x** · User feedback to new iteration in UX Design **increased 5x**

UX/UI Designer

Faithlink.me (Kansas City, MO)

February 2018 - January 2020

- Led Product design for Faithlink.me suite of digital products
- Wire framing, storyboarding, developing persona and prototyping for multiple products
- ReDesigned Corporate Identity & Branding
- Bringing product to MVP speed **increased 2x** · Prototyping for Dev handover **increased by 2x** · Client requested redesign speed **increased 2x** · Efficiency in documentation and internal QA **increased 2x**

Art Director

Rapha House International (Joplin, MO)

March 2013 - August 2017

- Led Branding & Corporate Identity for Rapha House International Inc. and sister-organizations.
- Led digital & print marketing efforts
- UX Design for websites and e-commerce store
- Supervised a team of third-party contractors and established a media internship program

UX/UI and Multidisciplinary Designer, Owner

Biaka Works (Kansas City, MO)

January 2009 - Current

- Provide branding and design solutions for corporate and nonprofit clients.
- Develop and execute media strategies that enhance clients' cultural and market presence.
- Oversee and manage online marketing strategies to drive client engagement and growth.
- Showcase project examples at: www.biakaworks.com