

Experience

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| The Holding Co San Francisco, CA (21' - now) | Product Design Lead – Designing products and services solving for care giving with a human-centered approach. Applying agile, design thinking methodologies and service design frameworks. |
| Huge Washington, DC (18' - 21') | Product Design Lead – Designed an augmented reality retail experience for a sports brand. Led the Huge Cafe ordering app experience from ideation to iOS launch. Defined complex UX/UI flows for Grants Solutions (government grants management system). Participated in client pitches and scoping design. |
| Royal Caribbean Miami, FL (16' - 18') | Sr. Product Designer – Led experience design for reporting software for Centers for Medicare & Medicaid Services. Led the website discovery phase for Centura Health (hospital network). Led the redesign of HomeAdvisor iOS and Android app for a new product offering. Taught CAD & 3D printing classes. |
| | Sr. User Experience Strategist – Defined strategy frameworks and pitched new digital products to higher management. Oversaw UX and product implementation liaising with design, dev and QA teams in agile workflows. Led the usability testing program. Trained authors in Adobe Experience manager CMS. |
| | User Experience Strategist – Co-lead web redesign projects, created UX wireframes, designed and facilitated product positioning workshops. Created a chat-bot, designed dialog flows and led testing. |
| Design For Miami Miami, FL (16' - 17') | Design Thinking Coach @ Miami Dade College – Taught about tools and methodologies, led workshops and prepared lecture material. Coordinated and managed relationship with partners. |
| Adidas Portland, OR (15') | User Experience Intern – Mapped touch points to improve the UX for 3D design tools. Managed 20k budget to engage contractors for the development of a 3D visualization web app for designers. |
| Philips Design Pittsburgh, PA (15') | People Research Intern – Part of the health care design team developing customer journeys, experience flows, usability tests, interviews and a personal research project. Also read many design, psychology and business books related to how to treat and reach people. |
| IDEO & LVL Lima, Peru (14') | Service Design Intern – La Victoria Lab partnered with IDEO to improve services for the Peruvian community. Graphic design and service prototyping focused on Human-Centered Innovation. Also responsible for facilitating the experience of workers and visitors in the lab. |

Education

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| SCAD Savannah, GA (21' - 22') | Savannah College of Art and Design Master of Art, Design for Sustainability |
| Savannah, GA (12' - 16') | Industrial Design Bachelor of Fine Arts, Service Design Minor Dean's List, 3.9 major GPA, Magna Cum Laude, artistic, academic, international scholarships |

Skills

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| Design | Creative problem solving, human-centered design, design thinking methodology, contextual research, user experience, usability testing, workshop facilitator, user journeys, service blueprints, information architecture, wireframes, prototyping, Sketch, Figma, Principle, Adobe Suite, Invision, Zeplin and more. |
| Personal | Excellent communication skills, excellent time management, loves team dynamics, self-starter, team leader, proactive, adaptive, extremely reliable. Fluent Spanish and basic French. |

Accomplishments

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| Core 77 Awards 2016, IDA Awards 2016 | Winner of 4 awards for 'miku': 'Student Notable Award' in the Strategy & Research and Consumer Products categories, 'Grand Prize Winner' winner of the Community Choice Prize and 'Honorable Mention' in the Product Design category. |
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