

Experience

July 2022 – Present

Remote

Figment

Principal Product Designer

- Designing engaging dashboards, transaction user flows, and illuminating data visualizations for a FinTech-Crypto SaaS product that helps financial institutions invest and earn reward interests.
- Leading the design process end-to-end from discovery to delivery, including: strategy, research, concepts to high fidelity prototyping.
- Partner closely with engineering, product, and data analyst to learn customer needs and solve them through engaging digital experiences that meet Figment business goals.

Jan 2022 – July 2022

Remote

Beachbody

Lead Product Designer– Growth & Commerce

- Led design thinking to develop the highest impact growth opportunities for health & fitness e-commerce experiences at teambeachbody.com.
- Partnered with Product Management and Engineering to research, design, and test the purchase flow to boost Beachbody subscription sales.
- Contribute to design strategy and present ideas to leadership and executives.
- Mentored mid-level designers to help develop their skills and become more confident, holistic thinking leaders.

Jan 2019 – Dec 2021

Remote

Openfit

Lead Product Designer

- Partnered with Product Managers and Tech Leads to bring innovation to a health & fitness app—using gaming techniques across mobile and web to improve user engagement and help customers reach their fitness goals.
- Produced designs, research, and A/B tested features that include personalized homepage, community public view profile, and gamification through workout badges and streaks.
- Led several impactful designs for Openfit’s logged out and logged in experiences. Partnered with product managers to run A/B tests to boost acquisition, improve retention, and increase revenue.
- Ran a successful cancel prevention flow test across web and mobile app. Reducing churn by 33%.
- Optimized and improved myxfitness.com (fitness bike brand) purchase flow conversion rates by 50%.

Mar 2016 – Dec 2018

Beachbody

Santa Monica, CA

Sr. Digital Art Director (UX/UI)

- UX and art direction responsibilities.
- Collaborated with product managers to define product requirements.
- Designed the visual language for Beachbody's digital and nutritional products including web and mobile apps.
- Worked with engineers at every phase of project development.

Oct 2010 – Feb 2016

Kern Agency

Woodland Hills, CA

Senior Art Director (UX/UI)

- Responsible for UX and visual design on CRM, B2B and B2C on-line marketing initiatives for clients including DIRECTV, AT&T, HBO, American Express, Adobe, and T-Mobile.

May 2006 – Aug 2010

GREY

Burbank, CA

Art Director (UX/UI)

- UX and art direction for on-line acquisition campaigns for clients such as: Princess Cruises, Cunard, Adobe, and Electronic Arts.

Education

California State University, Long Beach

BFA in Visual Communications

Skills

Research

Quantitative & Qualitative
User Survey & Interviews
Competitive Analysis
Persona Development
User Flows

Teams

Growth
e-Commerce
Engagement & Retention
Community & Gamification
Mobile App (iOS & Android)
Responsive Web

Design

Informational Architecture
Wireframing
Lo/Hi-Fidelity
Design Systems
Color Theory & Typography
Interaction Design
Data Visualization
Prototyping
Usability Testing
Story Telling
Figma
Adobe Creative Suite
Sketch, Zeplin, and Invision