CREATIVE DIRECTOR

UX | Mobile Designer | Lead/Management

Design Native Apps with High Standards and Successfully Landed Projects due to being User Center Design Focused

*Change is the only constant and continuous improvement is the only path. Never accept “We have always done it that way.”*

**EMPLOYMENT HISTORY**

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| Choice Merchant Solutions | August 2019 - Present |
| Citibank Group, Dallas, TX | January 2018 – August 2019 |
| 164th Place Inc., Dallas, TX | June 2017 – January 2018 |
| HCL Technologies, Inc., Dallas, TX | June 2016 – June 2017 |
| BNSF Railway, Inc., Fort Worth, TX | April 2015 – June 2016 |
| T-Mobile USA Inc., Seattle, WA | December 2012 – April 2015 |
| Core Services Corporation, Somerset, NJ (Remote) | September 2011 – July 2014 |
| Deloitte International, Washington DC (Remote) | November 2013 – March 2014 |
| CareFirst BlueCross BlueShield, Washington DC (Remote) | September 2010 – September 2011 |
| Veterans Administration Chapter 33, Washington DC | May 2010 – September 2010 |
| Federal Bureau of Investigation, Washington DC | March 2010 – May 2010 |
| National Archives (NARA & ARCIS), Washington DC | January 2010 – March 2010 |
| Network Solutions LLC., Washington DC | September 2008 – December 2009 |
| Harrah’s Entertainment, Inc., Memphis, TN (Remote) | November 2006 – September 2008 |
| TruGreen Corporation, Memphis, TN (Remote) | July 2004 – November 2006 |
| Medtronic, Inc., Memphis, TN | September 2001 - July 2004 |

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| CHOICE MERCHANT SOLUTIONS – Hartford, CT (Remote) Director of UX/UI | | August 2019 – Present |
| * Manage Design & Marketing Team * Manage Developers in 4 countries (Project Design Reviews, Deadlines, Milestones, work with ScrumMaster, etc…) * Startup Environment with fast moving multiple projects running at the same time. Due to startup, I wear many hats including director, designer, project manager, and more * Payment Solutions company with small business funding, ISV, ISO and more. * My Objective was to bring us up to a level with Square, Stripe, Toast, etc… which we are already competing with them more each day. * Native Mobile App for our POS and Portal software * Oversee Marketing including New logo, brand guidelines and a new Website (coming in April) * Setting up Processes that help individuals own their work, I believe in extreme ownership. Empower them to make decisions which they can do when they have a solid foundation to work from. * Oversee Budgets. * Oversee Digital Assets, Photo and Video Shoots, and more * Report Directly to the CEO. | | |
| CITIBANK GROUP - Dallas, TX Mobile UX/UI Lead | January 2018 – **August 2019** | |
| * Responsible for management and coordination across departments to create clear and concise designs under a unified Digital Design Language System. * Oversaw development of mobile app designs to assist in pixel perfect completion. Building a relationship with your development team(s) is crucial. * Served as the UXD subject matter expert of client facing native mobile applications for both Android and iOS. * Designed and prototyped for native apps for Android and iOS. * Following closely Google Material Design and Apple’s HIG to maintain consistency across users learned behaviors and mental models for easy adaptation. * Developed business cases and executive proposals to pitch application prototypes. * Directly supported C-level initiatives including a national company mobile app refresh. * Proposed a native design strategy to management and obtained executive buy-in. * Redefined enterprise digital design language guidelines for Android and iOS. * Championed the digital design language system across design and dev teams to improve consistency across the apps and web to improve the users experience and perspective of the brand. * Participated in weekly scrum meetings, sprint reviews and retrospectives. * Managed multiple design projects including meeting deadlines for deliverables. * Managed full life cycle of design projects. * AA ADA Design Language System Compliance. | | |

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| HCL America - Dallas, TX Design Director | June 2016 – June 2017 |
| * Served as the UXD subject matter expert of client facing native mobile applications for both Android and iOS. * Created wireframes, designed and created prototypes for native apps. * Developed business cases and executive proposals to pitch application prototypes. * Directly supported C-level initiatives including a national company brand refresh. * Proposed re-branding strategy to management and obtained executive buy-in. * Redefined enterprise branding guidelines. * Championed brand refresh through segments. * Participated in weekly scrum meetings, sprint reviews and retrospectives. * Managed multiple projects including meeting deadlines for deliverables. * Managed a three-person design team. * Managed full life cycle of design projects. | |

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| BNSF RAILWAY - Dallas, TX Mobile App Design Lead | April 2015 – June 2016 |
| * Responsible for management and coordination across departments to create clear and concise designs under a unified branding refresh and style guide for both web and native mobile apps. * Oversaw development of mobile app designs to assist in pixel perfect completion. Building a relationship with your development team(s) is crucial. * Served as the UXD subject matter expert of client facing and internal native mobile applications for both Android and iOS. * Following closely Google Material Design and Apple’s HIG (Human Interface Guidelines) to maintain consistency across users learned behaviors and mental models for easy adaptation. * Designed and prototyped for native apps for Android and iOS. * Developed business cases and executive proposals to pitch application prototypes. * Directly supported C-level initiatives including a national company mobile app refresh. * Proposed a native design strategy to management and obtained executive buy-in. * Created enterprise mobile app style guide and mood boards for Android and iOS. * Created sub-branding for products leveraging a visual platform for marketing collateral. * Championed UX/UI and native mobile apps across the company and teams. * Participated in weekly scrum meetings, sprint reviews and retrospectives. * Managed multiple design projects including meeting deadlines for deliverables. * Managed full life cycle of design projects. | |

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| T-MOBILE USA – Seattle, WA UX/UI Design Manager | December 2012 – April 2015 |
| * Responsible for management and coordination across departments to create clear and concise designs under a unified Design System and Style Guide. * Oversaw development of mobile app designs to assist in pixel perfect completion. * Served as the UXD subject matter expert of client facing and internal native mobile applications for both Android and iOS. * Following closely Google Material Design and Apple’s HIG (Human Interface Guidelines) to maintain consistency across users learned behaviors and mental models for easy adaptation. * Designed from wireframes and prototyped for native apps for Android and iOS. * Developed business cases and executive proposals to pitch application prototypes. * Directly supported C-level initiatives including a national company mobile app refresh. * Proposed a native design strategy to management and obtained executive buy-in. * Oversaw the creation of the enterprise web and mobile style guide. * Championed UX/UI and native mobile apps across the company and teams. * Participated in weekly scrum meetings, sprint reviews and retrospectives. * Collaborated with Marketing Department to design and develop national marketing campaigns and system to manage them. Designed the interface. * Oversaw the complete re-branding and refresh of the T-Mobile.com website as well as MetroPCS. * Piloted the design for brick and mortar stores tablets for point-of-sales, helping customers and being able to access information faster for customers. * Re-designed T-Mobile coverage map to modernize it and brand it. * Managed multiple design projects including meeting deadlines for deliverables. * Managed full life cycle of design projects. * Managed a three person team in two different departments. | |

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| CORE SERVICES CORP – Somerset, NJ (Remote) Design Manager | September 2011 – July 2014 |
| * Responsible for management and coordination across departments to create clear and concise designs under a unified branding refresh for the company, including a new responsive website as well as some internal web app projects. * Reported directly to the Chief Marketing Officer. * Managed Development team to make sure designs were pixel perfect. * Served as the UXD subject matter expert for all design and marketing projects. * Developed business cases and executive proposals for pitches. * Created video for Oracle Open World Show Booth. * Directly supported C-level initiatives including a national company refresh. * Created sub-branding for products leveraging a visual platform for marketing collateral. * Championed UX/UI across the company and teams. * Pioneered their social media presence to elevate awareness of the companies services. * Managed multiple design projects including meeting deadlines for deliverables. * Managed full life cycle of design projects. * Managed a team of 2 designers and 8 developers. | |

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| CareFirst BlueCross BlueShield – Washington, DC UX/UI Design Lead | September 2010 – September 2011 |
| * Served as the UXD subject matter expert for designing an internal web app for Federal Employees Customer Service Call Center. * Shortened call times by bringing four systems into one system working with key call center employees to do user testing and analysis to find what they needed to make their jobs more efficient and thus help their customers better and faster. * Directly supported C-level initiatives including a national company refresh. * Championed UX/UI across the company and teams. | |

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| Veterans Administration Ch.33 – Washington, DC UX/UI Design Lead | May 2010 – September 2010 |
| * Served as the UXD subject matter expert for designing a customer facing web app to assist Veterans to apply for their Chapter 33 benefits. * Fully ADA Compliant and tested. * Customized and worked with key executives to design, setup and champion Adobe RoboHelp 8. * Shortened call times by bringing four systems into one system working with key call center employees to do user testing and analysis to find what they needed to make their jobs more efficient and thus help their customers better and faster. * Directly supported C-level initiatives including the design refresh and online help center powered by RoboHelp. * Developed business cases and executive proposals to pitch application prototypes. * Championed UX/UI across the company and teams. * Participated in weekly scrum meetings, sprint reviews and retrospectives. | |

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| National Archives (NARA) – Washington, DC UX/UI Design Lead | January 2010 – March 2010 |
| * Served as the UXD subject matter expert for designing a customer facing and an internal web app to enhance the ability to search records more efficiently. * Fully ADA Compliant and tested. * Championed UX/UI across the company and teams. | |

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| Network Solutions LLC – Washington, DC UX/UI Designer | September 2008 – January 2010 |
| * Served as the UXD subject matter expert for designing many customer facing and internal web sites, apps, widgets and more. * Fully ADA Compliant and tested. * Championed UX/UI across the company and teams. * Oversaw UAT testing through launching to production. * Designed printed marketing material ranging from post cards to buck slips, flyers and more. * Worked closely with UXA’s and user testers to data to drive design finals. * Championed consistency and design standards across teams and projects to improve the users experience and perspective of the brand. * Managed full life cycle of all projects assigned to me. * Managed ten developers on over 40 projects to assist in pixel perfect deliveries. | |

Software 2021

Sketch Evernote JIRA

Adobe Photoshop CC InVision (incl. Stuido & Craft) Zepin  
Figma Slack

Education

Foundation of Typography Certification High School Diploma

UX Design Tools Certification LAMTI – Aguascalientes, Mexico