

A passionate User Experience Designer who leads, designs and builds great end-to-end experiences for web and mobile applications with emphasis on interaction and visual design.

TOOLS

User Experience:

Personas
Heuristic Evaluations
Gamestorming
Prototyping
Card Sorting
A/B Testing

Visual:

Adobe Illustrator CC
Adobe Photoshop CC
Omnigraffle
Balsamiq Mockups
LiveView
Axure

Analytics:

Mouse Flow
Google Analytics
Heap Analytics

Motion:

Pixate

Code:

HTML5
SCSS
CSS3
Responsive Grid

Coda

Dreamweaver

Notes:

Evernote
IA Writer

WORK EXPERIENCE

BLUEBOX SECURITY INC.

2015 - Current

Principal UX Designer

Jan 2013 - Dec 2014

Lead UX UI Designer

Lead and designed the product, that directly contributed towards a successful series B funding (\$18M), to Gold RC

Lead design team which included: remote visual designer, remote UX consultants, in-house and 2 remote web developer, in-house Android developer, remote iOS developer, and copy writer.

Lead and facilitated in group brainstorming sessions to encourage discovery of new ideas and solutions.

Designed the enterprise administrator dashboard (web), consumer facing iOS and Android Apps. Ensured Designs adhered to each OS' design guideline.

Expertise of complete design phases: User research, concept (user stories and use cases), wireframes, interactions, prototypes, high fidelity mockups, redlining, asset production, and development, A/B testing, big focus on improvements through iterations.

Design patent filed for a mobile privacy dashboard

Administrator dashboard included complicated configurations that included: groups, inheritance, many-to-many and one-to-many complex relationships, all had to work intuitively.

UXGENIUS LLC

Sept. 2011 - Present

Founder - Lead UX UI Designer/Developer

Designed a human resource web app for tracking military deployment personnel. This application was used exclusively by the US Defense Intelligence Agency and the US Department of Defense.

User Experience Research of their existing systems and military personnel as users. Goals were to bring the mobile device experience of a simplistic interface with easy to absorb visuals for a complex data set.

Designed Use Cases through the use of wireframes and storyboards

Designed mock ups of the application using Illustrator and Photoshop, referencing the planned wireframes. Hand coded prototypes using HTML, CSS, CSS3, jQuery, and Javascript.

EDUCATION

Bachelors of Science
Electrical Computer
Engineering

University of California
San Diego (UCSD)
La Jolla, CA

2009

WORK EXPERIENCE CONTINUED

COUPONSITE.COM

Mar. 2011 - Dec 2013

Co-Founder/Designer//Web Marketing

Lead user research and designed wireframes and storyboard.

Designed mock ups of the site using Illustrator and Photoshop, referencing the planned wireframes

Prototyped layout in HTML and CSS

DRINKUP APP

Oct. 2012 - Dec 2013

Mobile UX Researcher / Mobile UI Designer

Researched Mobile User Experiences for the best experience in dark ambiance settings, while giving the user the quickest way to place their orders.

UX Research to account for user interaction errors during different screens and user usage states.

Created wireframes and storyboards for review and high fidelity mock up design

Axure Mobile Prototyping

CROWDSTIR.COM

Aug. 2010 - Jan 2011

UI Designer Consultant

Consultant to restructure the site's layout and to optimize the site for an easier to use and more intuitive user interface

Assisted in user interface revisions for client side and service provider side

Graphic design for marketing and splash pages

Assisted in developing ideas of new Functionalities for maximum user retention.

CONSULTANT

Jun. 2007 - Aug 2010

Graphics Designer/ Web Designer

Designed prototype mock ups for social media websites

Brochure design, party flyers, design, real estate flyer design, business card design

Web design for IEEE UCSD.