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Summary:

Senior Product Designer with 12+ years of experience designing enterprise products across healthcare, fintech and complex digital platforms. Led product improvements supporting **400+ applications**, reducing report processing times by **30%** and simplifying workflows by up to **67%** through information architecture and workflow redesign. Known for partnering across product, engineering, and design teams to solve complex problems, improve accessibility, and create scalable user experiences that balance customer needs with business goals. Passionate about applying this experience to *Health Tech* and *Sport Technology to improve health, human performance, and everyday life*.

Experience:

Sr. Experience Designer

Remote, CA

Visa

10/2/17-Current

- *Led the redesign of reporting and analytics workflows* within Visa Marketplace, a centralized platform supporting 400+ applications, reducing report upload and downtime by 30% and enabling enterprise customers to access and compare business data more efficiently.
- *Co-led an accessibility education initiative with engineering*, delivering five Lunch & Learn workshops attending by 200+ product managers and engineers to scale accessibility awareness across product teams, promote early accessibility practices, and reduce accessibility-related technical debt and downstream rework.
- *Drove the redesign of Developer Center information architecture* by reorganizing API navigation, reducing API discovery from three clicks to one (67% reduction in user effort) and improving discoverability for developers.
- *Led the simplification of Cybersource Token Management experience* by restructuring portfolio and merchant navigation, reducing access from four clicks to two (50% fewer clicks) and surfacing key merchant information to improve task efficiency.

UI/UI Designer (AWF)

San Jose, CA

Paypal

09/2016-27-09/2017

- *Drove the design of merchant reactivation experiences*, increasing engagement by 15% through A/B testing and supporting the return of 200+ inactive merchant accounts.
- *Initiated and conducted 10 user interview* to uncover onboarding abandonment pain point, translating insights into SMS reminder experience that helped customers return and complete their applications without restarting the process.
- Partnered across PayPal.com, Partner, Guest, and Progressive teams to drive end-to-end *onboarding experiences that reduced friction and improved the customer activation journey*.

Designer

San Francisco, CA

Viscera

12/2011-08/2016

- *Designed cross-platform iPad and desktop applications* for pharmaceutical and life sciences clients, translating complex medical content into engaging digital experiences that improved understanding and usability.
- *Earned two promotions within five years* in recognition of design execution, adaptability, and contributions across multiple healthcare client projects.
- *Partnered closely with developers* to optimize application graphics and digital assets, improving performance, reducing memory usage, and enhancing the user experience on iPad devices.
- *Supported digital experiences across 20+ pharmaceutical and life sciences clients*, delivering high-volume production work and completing more than 1,000+ design revisions within a three-day turnaround window to meet critical client deadlines.

Skills:

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|----------------------------|------------------------|-------------------------|
| • Product Design | • Wireframing & | • Stakeholder |
| • Information Architecture | Prototyping | Management |
| • Design Systems | • Accessibility (WCAG) | • Workshop Facilitation |
| • Interaction Design | • Strategic Problem | • Figma |
| • User Flows | Solving | • Claude Code |
| • Journey Mapping | • Cross-Functional | |
| | Collaboration | |

Education:

Masters of Science: Human Computer Interaction
Iowa State University, Ames, IA

Masters of Fine Arts: Printmaking
University of Hawaii at Manoa, Honolulu HI

Bachelors of Arts: Printmaking and Drawing
Sonoma State University, Rohnert Park, CA