

UI/UX & Front-End Design Leader

Vision-driven UI/UX designer with extensive experience directing design strategy and execution for SaaS products and enterprise web applications. Expertise in building scalable design systems, optimizing workflows, and delivering intuitive, high-impact user interfaces. Skilled at collaborating with developers, product managers, and stakeholders to align design solutions with business objectives. Proven history of mentoring design teams, enhancing user satisfaction, and driving measurable engagement improvements. Combines strong technical foundation in front-end development with an innate design sensibility to craft seamless, user-centered digital experiences.

Areas of Expertise

- UI/UX Strategy & Design Leadership
- User Research & Interaction Design
- Responsive & Mobile-First Design
- SaaS Product Interface Design
- Visual Design/Branding Consistency
- Process Improvement/Optimization
- Cross-Functional Collaboration
- Accessibility & Inclusive Design
- Design System Development
- Mentorship & Team Growth
- Data-Driven Design Decisions
- Prototyping & Wireframing

Professional Experience

Appticity Corporation – Irving, TX

2023 – Present

UI/UX Designer

Develop and implement design systems for multiple product versions with focus on ensuring consistency and scalability. Streamline workflows and improve usability and operational efficiency by collaborating closely with developers. Sole UI/UX Designer for SaaS product while owning interface design, design system development, and product roadmap strategy.

- Reduced license plate order time to approximately 15 seconds by redesigning Texas DMV Inventory Management System in response to HB718, with keen focus on enhancing accessibility based on customer feedback.
- Delivered extensive and high-impact UI/UX design work across multiple products while leveraging scalable design systems.
- Led all aspects of interface design, design system development, and product roadmap strategy as the sole UI/UX Designer.
- Produced exceptional and proprietary design solutions that enhanced usability and operational efficiency across organization.

Neon Blvd – Remote

2020 – 2023

Director of User Experience & User Interface

Developed and maintained design system while ensuring consistency, scalability, and adaptability across digital platforms. Enhanced collaboration and innovation by partnering with product managers, developers, and clients to deliver solutions aligned with business goals. Monitored emerging UX/UI trends and implemented best practices to keep products modern, accessible, and competitive.

- Led UX/UI vision, strategy, and execution for client and company websites while driving cohesive and user-centered designs.
- Improved user satisfaction and conversion rates by optimizing user interfaces through analytics, feedback, and market research.
- Mentored junior designers and conducted workshops, fostering team growth and continuous learning within UX/UI department.
- Rebuilt source code to create more efficient, lightweight, and maintainable system.

Broadleaf Commerce – Plano, TX

2015 – 2019

Marketing Manager

2017 – 2019

Developed and executed integrated marketing campaigns to drive lead generation, brand awareness, and customer engagement. Managed content creation for digital channels, including website, social media, email newsletters, and blog posts. Conducted market research and competitive analysis to identify trends, opportunities, and optimize marketing strategies.

- Drove business growth by leading marketing initiatives, optimizing website performance, and implementing SEO strategies.
- Built and nurtured strategic relationships with top industry analysts aimed at enhancing brand credibility and market insight.
- Successfully elevated brand presence by spearheading company rebranding and product launches in collaboration with third-party marketing agency.

Marketing & Communications Specialist

2016 – 2017

Developed creative, cross-functional solutions to differentiate brand presence at trade shows, with focus on enhancing lead generation and recognition. Supported the development and execution of marketing campaigns across digital and offline channels. Assisted in writing and editing marketing collateral, press releases, and internal communications.

- Drove 13% growth in website visitors and 145% increase in organic traffic by executing content creation/distribution strategies.
- Boosted email subscribers by 84% and social media engagement by 119% by engaging with teams and launching campaigns.
- Supported recruiting, hiring, and onboarding initiatives, mentoring multiple new team members to enhance team performance.
- Increased brand visibility/collaboration by strengthening partner relationships through co-branded initiatives at industry events.
- Successfully migrated company website to upgraded CMS by partnering closely with engineering.

Marketing Coordinator

2015 – 2016

Collaborated with internal development teams, partners, and clients to produce polished press releases highlighting key company news. Partnered with Marketing Manager to conceptualize and execute digital and traditional collateral for internal and external events.

- Drove 46% increase in website activity and 13.7% growth in social media followers by boosting online community engagement.
- Established and led cross-office committees to coordinate quarterly company events, improving communication/idea sharing.
- Developed and maintained a robust reporter network with keen focus on enhancing media outreach and coverage.

Education

Software Engineering Immersive, Coding Bootcamp | 2020

General Assembly – Remote

- Completed a 500-hour, full-time, full-stack program, gaining hands-on experience in front-end and back-end development.
- Technologies and tools: HTML, CSS, JavaScript, ReactJS, NodeJS, ExpressJS, Python, PostgreSQL, MongoDB, Bootstrap, Git, Agile/Scrum, Netlify, Heroku.

Bachelor of Arts, Strategic Communication | 2014

Oklahoma State University – Stillwater, OK

Key Projects

- **Digital Portfolio:** Designed and developed a fully responsive portfolio website while showcasing front-end and interactive design skills using HTML, CSS, JavaScript, and jQuery.
- **The People's Voice Project:** Built centralized platform for searching government representatives, elections, and polling locations aimed at improving accessibility and user experience. Technologies: React, JavaScript, CSS.
- **Fetch:** Collaborated in team to develop responsive MERN stack application connecting pet owners with local service providers, demonstrating full-stack development, database integration, and deployment skills. Technologies: MongoDB, Mongoose, React, Node, Express, CSS, Heroku.
- **COVID-19 Tracker:** Created a responsive React application to visualize global COVID-19 data while enhancing user access to real-time information. Technologies: React, CSS, Netlify, Ramda.
- **Spaero:** Developed a responsive flight search and booking application, focusing on UI/UX design, interactive elements, and performance optimization. Technologies: React, React Bootstrap, CSS, Netlify, Animate.css.

Technical Proficiencies

- **Programming & Web Development:** HTML/CSS, JavaScript, Python, TypeScript, PHP, React, Node.js, Express, Django, Bootstrap, Ramda, Bulma
- **Databases:** PostgreSQL, MongoDB
- **CMS & E-Commerce Platforms:** WordPress, WooCommerce, Broadleaf Commerce, Elementor
- **Design & Creative Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom), Sketch, Figma, Gravit
- **Marketing & CRM Tools:** Pardot, Salesforce, LeadLiaison, HubSpot, MailChimp, Klaviyo
- **Analytics & SEO:** Google Analytics, Google Data Studio, Hotjar, Google Ads, AdRoll, Moz, SEMrush, Yoast, OnCrawl, Screaming Frog SEO Spider
- **PR & Media Tools:** BusinessWire, Vocus/Cision, PR Newswire, PR Web, HARO (Help a Reporter Out)
- **Social Media & Management Tools:** Facebook, LinkedIn, X, TikTok, Instagram, Reddit, Hootsuite
- **Version Control & Deployment:** Git, Heroku, Netlify, Bitbucket
- **Methodologies:** Agile, Scrum

Awards & Recognitions

- Recognized as Employee of the Year at Broadleaf Commerce in 2017 for outstanding performance in team success.
- Selected for the B-to-B Dream Team by Event Marketer in 2017 for excellence in business-to-business marketing initiatives.

Languages

- English (Fluent)
- Spanish (Fluent)

Volunteer Experience

- Hope Fellowship – Kids Ministry | Volunteer | 2023 – Present
- American Foundation for Suicide Prevention | Volunteer | 2010 – Present