

Senior User Experience Designer—Customer Inclusion & Diversity, Accessibility at Expedia

Austin, Texas: 2019–2022

- Evangelize accessibility standards in Product, Engineering, and Marketing
- Engage Human-Centered Design methodology and Double Diamond process to develop and iterate
- Synthesize user needs through generative research and interviews; perform competitive evaluations
- Audit existing products for accessibility/usability issues across iOS, Android, and web
- Collaborate with travelers with disabilities to learn how to remove barriers within our products
- Create low- and high-fidelity designs for an accessible landing page for travelers with disabilities
- Conduct accessibility-specific usability testing using various assistive technologies
- Develop and facilitate educational accessibility workshops across departments

Mentor—User Experience Design at Lambda Curry

Austin, Texas: 2020–2022

- After 1.5 years of my mentorship, recent design boot camp graduate earned a job as a Sr. UX Designer

Senior User Experience Designer, Brand Design Systems Manager at Vrbo (formerly HomeAway)

Austin, Texas: 2019–2022

- Led implementation of and cross-functional audit around accessible design, ensuring our brand marketing was inclusive of diverse travelers, partners, and company employees
- Increased marketing efficiency by leading designer workshops and enacting procedures to ensure cohesive, accessible brand identity; building consumer trust within our global e-commerce market
- Built and maintained strong structural support systems for Vrbo's internal creative agency
- Led creation of design systems to optimize workflow and troubleshoot designer experience problems
- Fostered collaboration and quality control across worldwide Creative, Product, Marketing, and PR teams
- Mentored designers and inspired the team, focusing on big picture while also honing in on small details

Product Designer, Visual Designer, Creative Director, Copywriter at Freelance

Austin, Texas: 2008–2020

- Worked independently and in studios/agencies to develop concepts, prototype, create hierarchy, design/develop/maintain websites, analyze metrics, illustrate, write copy, and create B2B/C content
- Led creative projects to achieve business goals and ensure client ROI
- Created and conducted highly persuasive sales and marketing presentations
- Design evangelism—coached clients/stakeholders to recognize, support the benefits of good design
- Managed all client interaction, operational, strategic, financial, quote/bid, and administrative functions
- Clients included: Oracle, H-E-B, Texas Monthly, Creative Suitcase, Chi'lanthro BBQ, Original Round Top Antiques Fair, Florida Coastal School of Law, Jacksonville University, Break Away, Sunbrella

Interactive UX/UI Designer at Dimensional Fund Advisors

Austin, Texas: 2018–2019

- Empathized behaviors to institute a user-centered design (UCD) approach to all projects through research; conceptualization; creation of sitemaps, user flows, high-fidelity wireframes, and mockups; and design of interactive prototypes that accommodate both responsive and adaptive layouts
- Agile environment: collaborated daily with strategy, data, and dev teams in scrum and sprint meetings
- Master creator of icons, symbols, dashboards, and form fields used globally across design systems
- Utilized my eagle-eye attention to detail in User Acceptance Testing (UAT) to catch any dev bugs
- Mapped User Personas for participation in usability testing; observed interactions, integrated feedback

UX/UI Designer at Blue Anvil Marketing

Austin, Texas: 2018

- Overhauled 30+ page websites to rebuild information architecture and optimize process flows
- Pioneered the use of A/B split testing to facilitate response-rate gains on emails and landing pages
- Created designs with usability protocols in mind, for ethical deliverables that are accessible by all users
- Collaborated closely with developers to build trust and maintain transparency in website development
- Clients included: The Art Institutes, Southern Careers Institute, Woz U, New Jersey Institute of Technology, University of the Potomac

TOOLS

- Figma
- Sketch
- InVision
- Jira
- Miro
- Trello
- Adobe Creative Suite (Illustrator, Photoshop, and InDesign)
- User Research
- Data Visualization
- Web Content Accessibility Guidelines (WCAG)
- Accessibility testing
- Agile methodologies
- Responsive Web Design
- SEO
- Google Analytics
- Microsoft Office
- Keynote
- MailChimp

SOFT SKILLS

- Excellent understanding of how culture influences design expectations
- Holistic thinker
- Actively seeks diverse feedback
- Curious lifelong learner with a continuous eye on what's next
- Self-starter
- Pixel-perfect design abilities
- Superb organizational and supervisory skills
- Ability to relate to and interact with people at multiple levels
- Demonstrated responsibility and reliability in a team setting

FLUENT LANGUAGES

English & Spanish

EDUCATION**University of Florida:**

Bachelor of Fine Arts
Graphic Design major
Art History minor, 2006–2010

International House**Buenos Aires, Argentina:**

Cambridge Certificate in English
Language Teaching to Adults
(CELTA), 2013