

Design is a blend of innovation and intention, driven by users

Professional Timeline

- Amazon**
Aug 2021 - Present
UX Designer, Physical Stores - Amazon One
 - Created pioneering digital and physical customer experiences, defined end-to-end user journeys by identifying friction points and proposing innovative solutions.
 - Designed out-of-the-box experiences for merchants.
 - Conducted and partnered with UX research to formulate generative and evaluative research studies.
 - Created design strategy and frameworks.
- Amazon**
Jan 2020 - Apr 2021
UX Designer, AWS
 - Led strategic design, architecture and innovative solutions for AWS products and services.
 - Partnered with tech and product teams to build user-centric end-to-end experiences using robust user research and interactive prototyping.
- Verizon**
Aug 2019 - Jan 2020
Sr. Experience Designer

Created system maps, user journey diagrams, information architecture, and experience designs for verizonwireless.com and My Verizon app, focusing on Billing and Loyalty areas.
- Sabre**
Oct 2018 - Aug 2019
Sr. User Experience Designer/Architect
 - Information architecture and interaction designing of software applications for the airline industry.
 - Aligned designs with usability, accessibility and functionality standards.
 - Facilitated Design Strategy workshops.
- AT&T**
Nov 2015 - Sep 2018
Lead User Experience Designer/Architect
 - Designed user-friendly web & mobile experiences for B2B applications like AT&T Collaborate, Business Center and internal CRM tools.
 - Lead the information architecture for FirstNet.
 - Served as a Design Thinking pioneer, facilitator
- Cisco Systems**
Apr 2015 - Sep 2015
User Experience Designer
 - Generated functional prototypes, interactions and a visual style guide for Connected Mobile Experiences (CMX).
 - Architected the CMX HelpDesk mobile app.
 - Created infographics for executive presentations.

Educational Timeline

- Master of Science in Technology Management** 2013 - 2014
Texas A&M University, Commerce
- Bachelor of Design** 2007 - 2011
National Institute of Fashion Technology

Certifications & Training

Critical Thinking

2019

Certified SAFe 4 Agilist

2018

Design Thinking training, IBM

2017

Certified in User Experience Design Fundamentals, Udemy

2015

Skills

- User experience design
- Information architecture
- Design thinking & strategy
- Product design
- User research
- Design systems, frameworks
- Prototyping
- Storyboarding
- Trend forecasting
- Infographics
- Presentation and interpersonal
- Team management
- Mentoring

Designer's toolkit

- Figma
- Invision Studio
- Sketch
- Adobe Creative Suite
- Corel Draw Graphics Suite
- AutoCAD
- Rhinoceros
- Freehand
- Axure
- Keynote
- Mural
- Proto.io
- Draw.io