

SUMMARY

Product Designer and prototyper with 10+ years of experience simplifying complex workflows into intuitive digital products. Proven ability to design conversational, voice-first AI interfaces and orchestrate agentic workflows. Adept at rapid prototyping, conducting OTG user research, and translating massive datasets into actionable experiences for startup and enterprise teams.

PROFESSIONAL EXPERIENCE

TOP Graphic Design Studio (Seattle, WA)

Freelance UI/UX Product Designer

AI Product Prototyping: Partner with startup clients to design 0-to-1 AI-powered concepts, utilizing Figma and LLMs to iterate voice-first platforms.

OTG User Research: Conduct on-the-ground (OTG) usability testing in physical work environments, leveraging my AV installation background to understand field operations.

Complex Data Translation: Transform multi-stakeholder project data into actionable UI decisions that reduce administrative burden and highlight critical tasks.

Microsoft Digital (Redmond, WA)

Lead AI Comms Designer, End User Engagement

Agentic Interface Design: Led the design of AI-assisted workflows and interfaces, translating complex capabilities into intuitive, multi-step experiences.

Design System Stewardship: Established and evolved interaction patterns, heuristics, and trust-calibration models for AI tools used across the enterprise.

LLM-Assisted Validation: Created functional prototypes using generative AI workflows to accelerate design cycles and validate technical feasibility.

SAP (Bellevue, WA)

Lead Digital Communications Designer, oCMO

Platform Modernization: Led the UX overhaul of SAP's internal SharePoint site, establishing new design patterns for complex B2B information architecture.

Strategic Executive Alignment: Partnered with the CMO to align strategic messaging with the brand, building cohesive narratives for external keynotes.

Brand Asset Management: Maintained high-fidelity digital assets and presentation animations, ensuring consistency across global marketing channels.

Microsoft (Redmond, WA)

Lead UX/UI Designer, MSCOM and Digital Store

User-Centered Advocacy: Led research methodologies, including usability and A/B testing, to optimize global software products and validate customer feedback.

Visual & Interaction Design: Developed intuitive customer-facing interfaces, focusing on seamless interactions and simplifying complex data structures.

3D Immersive Prototyping: Spearheaded the design of Microsoft's 3D ecommerce platform, leveraging advanced web prototyping to revolutionize online shopping.

SKILLS

Design: Information Architecture, Interaction Design, WCAG Compliance, Typography, Layout, User Research, Personas.

Tools: Figma, Axure, Sketch, Adobe Creative Suite, Blender.

Tech: High-Fidelity Prototyping (HTML/CSS/JS), Vue.js, Babylon.js, Three.js, Lottie, Git.