

SKILLS

AREAS OF EXPERTISE

End-to-End Product Design
UX Strategy + Discovery
Interaction Design + User Flows
Information Architecture
Design Systems
User Research & Testing
Data-Informed Decisions
Stakeholder Collaboration
Accessibility + Inclusive Design
AI-Assisted Design + Workflow Optimization

TOOLS + TECHNOLOGY

AI Design & Prototyping
Figma (AI plugins), Lovable, Claude,
ChatGPT, Replit, Runway, MidJourney,
Uizard AI, Galileo AI

UX & Interaction Design
Framer, Maze, Uizard

Collaboration & Research
Miro, FigJam, Notion, JIRA

Rapid Prototyping & Testing
Whimsical, Figma AI

EDUCATION

CASE WESTERN RESERVE UNIVERSITY

Full-Stack Web Development
Cleveland, OH | 2020

UNIVERSITY OF AKRON

B.F.A. Visual Design
Akron, OH | 2012

INTERACTION DESIGN FOUNDATION

Healthcare UX Certificate
2025

AWARDS + ACTIVITIES

NASA OFFICE OF SAFETY + ADMISSION ASSURANCE PROPS AWARD

NMIS Application | 2025

EXPERIENCE

Vitamix

Product Designer | 2025 – Present

- Led UX design for an internal operational platform used across multiple store locations, reducing task completion time by +25% and improving workflow efficiency for daily operations.
- Redesigned core product experiences to improve usability and discoverability, contributing to a 20-38% increase in feature adoption and reducing support-related issues.
- Collaborated with product managers, engineers, and business stakeholders to deliver user-centered solutions that improved operational consistency and user satisfaction across teams.
- Conducted user research, usability testing, and iterative prototyping, helping identify pain points and drive design improvements that reduced user errors.
- Improved accessibility and interface consistency across digital experiences, contributing to a more inclusive user experience and alignment with accessibility standards.

NASA – National Aeronautics and Space Administration

Senior User Experience Designer | 2022 – 2025

Portfolio subject to NDA

- Led end-to-end design for 12 applications, aligning user needs, business goals, and tech feasibility.
- Built scalable design systems, component libraries, and UX/UI standards, improving consistency and cross-team efficiency.
- Conducted usability testing and user research, **increasing task completion rates by 25%** and **reducing help desk requests by 20%**.
- Designed and launched high-impact features and responsive, mobile-first interfaces that improved usability and accessibility (WCAG/ADA compliant).
- Delivered interactive prototypes to **accelerate approvals and streamline development handoff**.
- Partnered with product and engineering teams in agile workflows; contributed front-end development with HTML, CSS, SASS, and JavaScript.
- Mentored junior designers and established a **visual QA process** to improve quality and design-to-development collaboration.

SHERWIN WILLIAMS

UX/UI Engineer | Contract 2022

- Led UX design and front-end development for the Point-of-Sale system, delivering responsive, mobile-friendly interfaces that improved usability and business outcomes.
- Built reusable UI components for the design system, ensuring scalable, consistent functionality.
- Designed wireframes, mockups, and interactive prototypes in Figma, applying user research and accessibility standards to streamline workflows.
- Collaborated with cross-functional teams to resolve technical issues, improve performance, and establish responsive design systems for seamless cross-device experiences.

UNION HOME MORTGAGE (UHM)

UX/UI Designer | 2021 - 2022

- Designed user-centered solutions for the Technology Innovation Department.
- Redesigned the UHM Point-of-Sale workflow, enabling users to complete initial mortgage applications in **8-10 minutes** and improving efficiency.
- Led design and development of a digital mortgage application platform for financial institutions, replacing manual processes.
- Conducted user research and data analysis to inform product decisions and optimize usability.
- Produced end-to-end UX deliverables (journeys, user flows, wireframes, prototypes in Figma) and partnered with developers, product managers, and executives to define product vision and deliver responsive, mobile-friendly solutions.

NASA SAFETY CENTER PROPS AWARD

OSET Application | 2023

AIGA MEMBER

Cleveland | 2011 - Present

ICP BUILDING SOLUTIONS GROUP

Web Designer | 2016 - 2021

- Managed UX brand consistency for eCommerce construction brands, ensuring cohesive visual identity and seamless user journeys across websites, mobile applications, and online marketplaces.
- Designed and optimized product pages, landing pages, and checkout flows to improve conversion rates, reduce cart abandonment, and enhance the overall online shopping experience.
- Created wireframes, mock-ups, and interactive prototypes for responsive, mobile-first interfaces.
- Developed custom Shopify and WordPress storefronts with HTML, CSS, JavaScript, integrating payment gateways, product catalogs, and promotional modules.
- Applied UX best practices to design layouts, typography, product imagery, and motion graphics that drive engagement and guide purchase decisions.
- Conducted usability testing and A/B experiments to validate design choices, measure user behavior, and iterate for higher sales performance.
- Ensured ADA/WCAG compliance and implemented accessibility enhancements for inclusive online shopping experiences.
- Collaborated with marketing, merchandising, and development teams to align digital initiatives with revenue goals and customer satisfaction metrics.

MALCO PRODUCTS, INC.

Web + Digital Designer | 2012 - 2016

- Developed marketing and website material across three e-commerce divisions.
- Maintained four websites to ensure up-to-date online presence.
- Analyzed website data using Google Analytics to identify trends and user behavior.
- Developed templates for monthly email campaigns resulting in an increased open-rate of 58%.
- Captured, edited and produced digital content for all Malco brands.
- Managed interns to help grow our marketing graphics department.

