

Operational Skills: Rapid Prototyping, Interaction Design, Visual Design, Accessibility, Component Libraries, Theming, Design Token Systems, Documentation, Cross-functional Team Leadership, Stakeholder Communication, Design Critique.

Software & Tools: Figma, Framer, Rive, Spline, Illustrator, Photoshop, After Effects, HTML5, CSS/SCSS, Tailwind, JavaScript, Vue, Nuxt, React.

PROFESSIONAL EXPERIENCE

• UI Engineer → UX Designer → UX Design Manager (2017 - Present)

Caesars Entertainment • Las Vegas, NV

- Nominated Employee of the Year in 2018 (Top 10% of 50k+ employees), then promoted twice over 8 years for cross-functional leadership and design execution.
- Created the "Jupiter Design System" to improve team productivity and cohesiveness. By standardizing UI components and patterns, our team was able to focus on the core of good UX; Refining user journeys, clarifying content, and driving meaningful user outcomes to help our product team's productivity and cohesiveness.
- Advocated and scaled our design system, adopted across 7 product teams:
 - Discover & Sites (20 Branded Themes for Marketing sites for 50+ Properties)
 - Profile & Loyalty (Caesars Rewards Marketing & Membership App)
 - Hotel Booking (E-commerce booking engine, Payments, and Reservation management)
 - Caesars Rewards App (A blend of Discover, Booking, and Loyalty)
 - In Room TV App (Discover & Entertainment for Guests)
 - Stay & Play App (New app for Discover, Loyalty, Booking, Reservation Management, Check-in Check-out)
 - Caesars Eats (Restaurant to In-room Food Ordering App)
- Built 10+ wireframes and 5+ high-fidelity screens per design sprint
 - Cycle of two weeks on average using the Figma's Jupiter UI Library leveraging our design system.
- Led a team of 4 designers; improved our team productivity by 25% while teaming up with our Agile Scrum Master.
- Designed the in-room Hotel TV App and Total Vegas digital experience
- Launched onboarding flow that improved membership engagement by 13% of the Caesars Rewards Loyalty Program
- Improved mobile booking conversion by 6.9% by the redesign of the mobile payment page.
- Improved checkout speed by 30% through redesign of Booking Engine working with developers on performance improvement leveraging design iterations.
- Conducted in-person user observations at hotel check-in areas and kiosks; partnered with Call Center team and analytics groups (Adobe Target) to identify customer pain points and A/B test insights, informing UX decisions and prioritization.
- Eliminated an average of 700 monthly password-reset-related calls to customer support center by leading the design and implementation of two-step verification for the Profile & Loyalty product, increasing app security and enabling users to reset passwords independently online. I collaborated with Profile & Loyalty product team, Call Center team, and the Cyber Security team from the IT department.

• UI/UX - Front-end Developer (2014 - 2016)

Anthem Vault Inc

- Redesigned SaaS interface resulting in increase in user engagement.
- Streamlined the sign-up flow by deferring ID verification, boosting registration conversion by an estimated 18% and lowering abandonment rates.
- Coded responsive components using HTML, CSS, and JavaScript

- **Game UI Designer (Freelance) (2023)**

Client: John Watts – Jackpot 16 Poker Game

- Designed full UX flow: onboarding, DOB verification, and gameplay tutorial
- Created sitemap and 14-screen flow translating game mechanics into UI
- Produced illustrated UI for 3 major screens with attention to visual style
- Project paused due to funding but received high client satisfaction

EDUCATION

Bachelor of Science in Web Development

Full Sail University (2010 - 2014)

- Awards include: Design & Animation, Human-Computer Interaction, and Interpersonal Communication

OTHER HIGHLIGHTS

- UX Certification: Training focused on User Psychology, User Testing, Information Architecture, and Mobile.
- Delivers UI with Figma, Framer, Rive, Illustrator
- Front-end implementation using Vue, Tailwind, Nuxt.js
- Known for visual storytelling, gamified UX, and scalable design systems.
- Mentored junior designers and collaborated with dev, PM, analytics, and creative teams.



Nielsen Norman - UX Certification
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