

I research, design, prototype, and ship.

Designer of digital products, web and mobile applications, and enterprise tools across healthcare, technology, broadcast media, and retail. I specialize in translating complex business requirements into intuitive user experiences from discovery and research through information architecture, interaction design, prototyping, and developer handoff. Equally comfortable leading design thinking workshops with stakeholders and working deep in Figma with engineering teams. My work has shipped for organizations including Providence Healthcare, Sinclair Broadcasting, Microsoft, and more, consistently improving user adoption, reducing friction, and aligning product design with business outcomes.

experience

Senior Product Designer

Independent Practice | Onvas | Client Work

Jan 2026 - Present

- Built Onvas, a real-time group location and chat app, from concept to closed beta on Google Play as sole designer and developer. Ran the research, flows, prototyping, and UI, and built the Android app in Kotlin.
- Designed and shipped the product site at onvas.app.
- Rebuilt the web presence for a four-brand B2B food producer: brand system, site architecture, ordering flow, and build.
- Contract UX for T-Mobile via GlobalLogic, designing internal tools for the e911 rollout.
- Designed onboarding and navigation for Xolvid's AI analytics chatbot (2023), adding sidebar tools with sample queries, verified metrics, and query history so new users could get useful answers without knowing what to ask.

Senior User Experience Designer

Providence | Uguru Data Sciences

Aug 2021 - Nov 2025

- Led end-to-end UX design of the Accountability Matrix, a system-wide governance tool that replaced a fragmented, manual process for assigning financial reporting responsibilities across Providence's hospitals, departments, and regions. The tool automated downstream delivery of personalized financial reports and data daily, weekly, and role-specific to thousands of end users, eliminating guesswork and manual distribution that had previously required institutional knowledge to navigate.
- Designed and launched a comprehensive Help ecosystem for the ValueLens financial analytics platform, including an in-app Help sidebar, contextual tooltips, first-time user onboarding modals with video walkthroughs, and a knowledge base reducing support burden dramatically during large-scale user onboarding waves of thousands of users at a time. NPS scores improved significantly post-launch, moving the product from broadly dissatisfied to satisfied in user perception of available support.
- Integrated a headless CMS into the Help platform, enabling content managers to create and publish Help articles instantly without developer involvement, replacing a previous process that required code changes and full deployment cycles for every content update.
- Drove the full design process collaboratively with Product Managers and engineers using Agile methodologies in Jira, conducting user research, running discovery workshops, producing wireframes and high-fidelity Figma prototypes, and shepherding features from concept to production.

Interactive Designer

Sinclair Broadcasting | SparkSMB | DataSphere Technologies

Jan 2015 - Feb 2021

- Reimagined the entire B2B sales experience for a 100+ person inside sales team, designing and shipping Point, a custom web-based sales platform that auto-populated prospect presentations with industry-specific imagery, sample ads, websites, and videos tailored to each business customer's vertical, cutting proposal creation from hours to under 2 minutes with 100% sales team adoption in 6 months.
- Spearheaded deep integration of the Point sales tool into Sinclair's local television station websites, anchoring the product experience in trusted local TV brands customers already recognized, transforming perception of the product from an unknown quantity to a credible, branded offering.
- Designed and maintained websites, email campaigns, landing pages, and marketing collateral supporting Product, Executive, and Sales teams across the organization.

Senior Designer

United Creations | Eben Design

Feb 2013 - Jul 2014

- Designed, developed, and content-managed websites, brand identities, ads, and email campaigns for a client portfolio of retail, hospitality, and professional services.
- Delivered high-quality work consistently under tight timelines and budgets, managing client communication and creative direction simultaneously.

Multimedia Designer

Intune Media Group

Jun 2000 - Nov 2012

- Designed and developed custom websites, brand systems, email campaigns, and product demos for clients including Microsoft, Sun Microsystems, Renda Broadcasting and other radio, corporate, and ecommerce companies.
- Managed fully-hosted client services including daily content updates, domain management, and ongoing site maintenance.

core skills & toolbox

UX & Research: User research, user interviews, usability testing, discovery workshops, journey mapping, user flows, information architecture, interaction design, personas, surveys, focus groups

Product Design: End-to-end product design, design systems, wireframes, high-fidelity prototyping, web and mobile UI, conversational UI, onboarding for AI tools, data visualization, accessibility (WCAG), brand identity, design handoff, Agile/Scrum, cross-functional collaboration

Front-end and Mobile: HTML, CSS, JavaScript, PHP, Kotlin, Android, responsive design

Tools: Figma, Figma AI, Sketch, Axure, Adobe Creative Suite, Android Studio, Google Play Console, Claude, Claude Code, Git, Jira, Zendesk, WordPress, Directus, Unbounce, MailChimp

education

Art Institute of Seattle

Multimedia & Design

other achievements

- Technical Editor Rich Media: Video and Sound in Flash, Friends of Ed Publishing
- Web Award for Outstanding Achievement in Web Development, BobRivers.com
- Instructor at School of Visual Concepts, Seattle WA