

About Me

With over 25 years of design experience—including 10+ years in UI/UX and recent specialization in Generative AI—Bringing a unique blend of creativity, technical proficiency, and leadership. Passionate about solving complex design challenges through systems thinking, while excelling in crafting intuitive, innovative solutions that drive user delight and business success.

Work Experience

Aug 2014 - June 2024

Senior UI/UX Designer

INSP Television Network

Design Leadership: Led design initiatives for multiple company websites, crafting intuitive and engaging interfaces using Figma and other prototyping tools.

Strategic Vision: Defined design strategies and product visions, effectively communicating with senior executives through compelling storytelling and presentations.

Generative AI Integration: Pioneered the use of Generative AI in design processes, utilizing tools like MidJourney, ChatGPT, and ElevenLabs to create realistic product imagery and innovative content.

User Advocacy: Conducted UX research, including audience analysis and A/B testing, to inform data-driven design decisions that enhanced user experiences.

Cross-Functional Collaboration: Worked closely with product managers, engineers, and marketing teams from ideation through implementation, ensuring cohesive and successful product launches.

Mentorship: Led and mentored a team of designers, fostering a culture of continuous learning and excellence.

2011-2014

Creative Director and Founder

dpi

Comprehensive Design Solutions: Delivered end-to-end design services, including branding, digital marketing, and web design for clients like Sysco Food Distribution and Toyota Center.

2008-2011

Senior Vice President of Creative

TASTE

Publication Design: Led the creative direction of a bi-monthly magazine, overseeing layout, ad design, and visual storytelling.

Event Branding: Managed creative aspects of major events, including promotional materials and on-site visuals.

Education

Bachelors in Digital Media & Technology

Washington State University - Richland, Washington

Key Job Achievements

- Boosted sales and customer engagement at ShopINSP.com through innovative AI-driven design solutions.
- Improved efficiency and quality of digital offerings by integrating cutting-edge AI technologies.
- Recognized for excellent communication skills and the ability to articulate complex design strategies to stakeholders at all levels.

Key Skills

- Design Strategy & Vision Crafting
- Generative AI Integration
- Systems Thinking & Complex Problem Solving
- User Advocacy & Data-Driven Design
- Cross-Functional Collaboration
- Storytelling & Presentation Skills
- Prototyping & Wireframing
- Facilitating Brainstorming Sessions
- Leadership & Team Mentorship
- Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Blender
- AI Technologies: MidJourney, ChatGPT, ElevenLabs
- Methodologies: Prototyping, Wireframing, Systems Thinking, Agile