

## SENIOR PRODUCT DESIGNER (UX/UI)

Mobile (Android, iOS) & Desktop

### Professional Summary

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Senior product designer with 7+ years specializing in lifecycle and growth, **driving onboarding conversion from 55% to 76%, generating 1.27M opt-ins, and increasing daily active engagement by 14%** through data-informed design across complex consumer products. Experienced in designing end-to-end flows, experimentation-ready prototypes, and scalable UI patterns that are intuitive and accessible. Partners with product, engineering, and research to turn qualitative insights and behavioral analytics into iterative releases that move key metrics. Known for strong stakeholder management, clear decision-making, and mentoring.

#### Core Competencies:

- Workflow & Lifecycle Design
- Visual Design & UI Craftsmanship
- Interaction Design
- End-to-End Product Design
- Agile Product Development
- Cross-Functional Collaboration
- User Research & Interviews
- Experiment Design & A/B Testing
- Information Architecture (IA)
- Accessibility (WCAG)

### Professional Experience

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#### Senior Product Designer | FanDuel Sportsbook | Atlanta, GA | 04/2023 - 10/2025

##### Key Achievements:

- **+38% conversion (55% to 76%):** Owned the redesign and shipment of Sportsbook VIP onboarding, transforming email-only flow to in-app experience. Automated manual backend workflows through Salesforce integration, enabling scalable rollout across all eligible states.
- **+248K new authorizations | 1.27M total opt-ins:** Designed and launched new push-primer flow educating users pre-iOS prompt, achieving 38% of active users (on par with 40-60% industry average).
- **+14% daily active wagers:** Led visual design on new pulse feature through collaboration with engineering teams and tight communication and evaluation of narrative specialist workflows.
- Drove visual identity and delivery for various FanDuel promotions including commercials and feature rollouts, resulting in greater brand awareness and sentiment.
- **Mentored junior designers** both informally and through formal mentorship program.

#### Senior User Experience Designer | Ernst & Young (EY) | Atlanta, GA | 06/2021 - 01/2023

Consulted across multiple enterprise clients to design end-to-end UX for complex systems, owning IA, user flows, and responsive UI patterns from discovery through build-ready specs.

## Key Achievements:

- **Chick-fil-A (Little Blue Menu):** Supported sub-brand experience work by defining UI patterns and responsive components, producing prototypes and visual specs to align stakeholders and accelerate build readiness.
- **USP Enterprise Portal:** Redesigned portal surfaces for enterprise users to access standards/benchmarks, improving information structure and key workflows through updated IA, layouts, and componentized templates.
- **Advisory.com / UHP:** Contributed to website redesign focused on subscription growth, designing gated-content entry points and conversion-focused page patterns to better promote paid access.
- Created handoff-ready technical documentation (states, behaviors, responsive rules) and collaborated with engineering to translate designs into implemented UI with fewer interpretation gaps.
- Authored developer-facing handoff artifacts: prototype links, redlines/specs, acceptance criteria, and edge-case behaviors to support high-velocity engineering execution.

## User Experience Designer | Freddie Mac | McLean, VA | 01/2018 - 06/2021

Owned ongoing redesign, iteration, and maintenance across three web properties, and translated usability findings into customer-facing UI improvements for desktop and mobile, in a heavily regulated secondary housing market.

## Key Achievements:

- **+30 point CSAT increase:** Implemented user-centered design strategy for two site redesign initiatives.
- **+12% engagement:** Collaborated with internal stakeholders and conducted user interviews to design new brand voice.
- **80% CSAT:** Participated in update of corporate Guide Site.

## Technical Proficiencies

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Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • HTML • CSS • Sketch • Miro • Jira • Confluence • Google Analytics • Pega

## Education

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### Bachelor of Science in General Marketing

Virginia Commonwealth University, Richmond, VA  
Graduated 2016

### Professional Development

User Experience Design - General Assembly (2018)  
"Writing for the Web" - Nielsen Norman Group (2018)