

## SUMMARY

Strategic UX/Product Design Leader with 25 years of experience driving scalable design systems and user-centered experiences across finance, healthcare, and retail. Proven success leading cross-functional teams, implementing design-thinking processes, and delivering measurable improvements in customer satisfaction and operational efficiency. Recent healthcare experience with BCBSNC, Abbott, and BayCare, plus enterprise work with Wells Fargo.

## WORK EXPERIENCE

### SENIOR UX DESIGNER, BLUE CROSS BLUE SHIELD OF NORTH CAROLINA | APRIL 2025 - PRESENT

- Designed end-to-end coverage details and account settings flows for the member portal serving BCBSNC's 4.6M members; redesigned Secure Messages with modern email UX patterns; collaborated with product, research, and content teams to validate and refine designs.
- Created platform-specific component library to enable consistent, rapid design iteration across the member portal.
- Conducted user research and testing to validate business requirements and inform designs.

### SENIOR UX DESIGNER, YMCA OF THE USA | NOVEMBER 2024 - APRIL 2025

- Led user experience design for the company's internal learning and knowledge management platform.
- Created and implemented a flexible design system to improve efficiency and consistency for designers and content authors.
- Conducted user research and testing to validate business requirements and inform designs.

### SENIOR PRODUCT DESIGNER, WELLS FARGO | MARCH 2022 - JULY 2024

- Redesigned claim initiation process for credit card disputes in native and web mobile banking apps, resulting in a 70% approval rate during usability testing and drastically reducing call center volume.
- Led a team of 6 designers and content strategists in a redesign of the bank's online shopping experience for merchant services hardware and payment processing solutions.
- Drove the adoption of design-thinking and strategic UX frameworks, resulting in improved operational efficiency and better-performing solutions.
- Implemented a design system and templates for legacy application platform, shortening design timelines by over 50% and reducing technical debt.
- Mentored a team of product designers and content strategists to improve UX design skills and efficiency, and established best practices for the team.

### SENIOR UX CONSULTANT & TEAM LEAD, INSIGHT | NOVEMBER 2018 - MARCH 2022

- Led a 3-year UX engagement with an enterprise technology client, designing a global software purchasing, provisioning, and management platform.
- Created a scalable enterprise design system and component library with themes (600+ components/variants) to support a global healthcare client with over 100 brands, along with an internal application to generate theme CSS code using a WYSIWYG interface.
- Led a team of 4 UX design consultants, providing mentorship and driving skill development and professional growth.
- Facilitated design-thinking and strategy workshops for clients.

### SENIOR UX DESIGNER, HANEKE DESIGN | NOVEMBER 2015 - NOVEMBER 2018

- Led cross functional team to design and develop a symptom-checker and telehealth app (iOS, Android, and responsive web) for a major regional healthcare provider serving 15+ hospitals.
- Designed a native app (iOS and Android) for enterprise fleet management, enabling customers to evaluate end-of-lease vehicles with streamlined workflows and intuitive interfaces.
- Led design and development of native mobile apps and responsive websites for over 20 clients, focusing on improving user interaction and commercial functionality through iterative design and user testing.
- Conducted strategy and research workshops with clients to align design initiatives with business objectives, presenting design concepts to executive stakeholders.
- Developed guidelines for consistent brand messaging and visual identity across digital platforms.

## DIGITAL CREATIVE DIRECTOR, BEALLS DEPARTMENT STORES | SEPTEMBER 2013 - OCTOBER 2015

- Led a team of designers and developers to deliver digital marketing and advertising materials, ensuring alignment with creative standards.
- Developed and implemented design guidelines and template system to improve user experience and brand identity across digital platforms.
- Collaborated with fulfillment partners to implement design improvements to packaging for online orders.
- Directed a website redesign that improved usability and boosted conversion rates.
- Conducted user testing and analytics reporting to make data-driven, iterative improvements.

## SENIOR DESIGNER, TRIAD RETAIL MEDIA | OCTOBER 2010 - SEPTEMBER 2013

- Delivered comprehensive UI/UX design solutions for digital advertising, improving user engagement for clients like Disney, LEGO, and Unilever.
- Standardized design and code templates, ensuring brand consistency and streamlined development for interactive online retail experiences.

## SENIOR INTERACTIVE ART DIRECTOR, SCHIFINO LEE | JULY 2007 - OCTOBER 2010

- Developed brand identity and visual systems for local and national clients in retail, technology, legal services, and real estate markets.
- Led UI/UX design for websites and web applications, resulting in increased user engagement and satisfaction.

## EARLY CAREER DESIGN ROLES: COAST DENTAL, HOLLAND & KNIGHT, LLP | FEBRUARY 2001 - JULY 2007

- Designed public-facing websites, custom intranets, and digital platforms for healthcare and legal services organizations, building foundational skills in user experience and visual design.

## CERTIFICATIONS

PROFESSIONAL SCRUM WITH USER EXPERIENCE (PSU I), SCRUM.ORG | 2019

## SKILLS

### CORE COMPETENCIES

Product Design, UI/UX Design, Design Systems & Component Libraries, User Research & Usability Testing, Cross-functional Collaboration & Leadership, Prototyping & Wireframing, Design Mentorship, Agile/Scrum

### TECHNICAL SKILLS

Figma, Sketch, Miro, InVision/DSM, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), HTML, CSS/Sass, JavaScript, React, Storybook

## RECOGNITION

Gold DotComm Award (2018), Silver Indigo & Communicator Awards (2018), Gold AVA Digital Award (2017), Multiple Suncoast AdFed ADDY Awards (2014)