

UX Product Designer with 5+ years in AI/ML-driven B2B enterprise software and B2C platforms, designing for a Fortune 100 auto company, a midsize non-profit and an early stage startup. Background in business management and finance.

- Scaled an AI-powered analytics tool at Ford, expanding it from 1 to 8 dashboards, driving user adoption across 6 Ford plants, and contributing to a \$200M cost avoidance impact.
- Redesigned a B2C job-seeker platform at Goodwill, leading to a 22% increase in course enrollments and securing UX investment that expanded the design team from 1 to 3.

## PROFESSIONAL EXPERIENCE

### Ford Motor Company (via agency)

Remote

#### Product Designer

Jun 2022 – Jun 2024

*Ford Motor Co. is a global automotive leader (\$160B+ revenue, 170K employees). As the sole UX designer supporting a team of engineers & data scientists, I led UX research and full-cycle design for 8 AI/ML-powered analytics dashboards at different lifecycle stages.*

- Scaled product adoption from 1 to 8 dashboards, increasing user adoption across 6 Ford plants.
- Shipped key features: AI-powered anomaly reports, human-AI feedback loop, case management tools.
- Redesigned enterprise workflows, improving defect detection, issue tracking, and decision-making.
- Product earned 2 Ford Manufacturing Tech Excellence Awards
- Reduced suspect engine population from 30,000 to 155, leading to a \$200M cost avoidance.

### Goodwill (Central and Northern AZ)

Phoenix, AZ

#### UX Product Designer

May 2021 – Jun 2024

*Goodwill runs 100+ locations (\$100M+ revenue), serving 200K+ job seekers through MyCareerAdvisor.com.*

*As the first UX designer, I led UX research, strategy, and product design to improve engagement.*

- Developed the first UX roadmap, leading to design team expansion from 1 to 3.
- Redesigned the Online Learning Platform, increasing course enrollments by 22%.
- Established UX metrics & analytics tracking, enabling data-driven decision-making.
- Created a Figma component library, laying the foundation for a scalable design system.
- Facilitated UX workshops & usability testing, embedding design thinking into the product team.

### Freelance

Remote

#### UX/UI Designer

Sep 2019 – Jan 2021

*Worked with two e-commerce startups & a small business, leading MVP design, UX research, and usability testing to improve engagement, navigation, and conversions.*

- B2C Mobile & Web App MVP – Designed an e-commerce MVP, leading UX research & prototyping.
- Web & Mobile Messaging Platform – Redesigned UI & branding, improving cross-platform usability.
- Website Redesign – Reworked IA & UI, enhancing navigation and customer experience.

### Moats Office Properties

Chicago, IL

## **Bookkeeper**

Jul 2017 – Sep 2019

*Managed financial operations for multi-unit properties, working directly with the CEO to optimize cash flow, tax planning, and tenant relations.*

- Monitored rental activity & recovered aged receivables, optimizing cash flow & reducing outstanding balances.
- Created financial reports for the CEO, providing data-driven insights for strategic decision-making.
- Negotiated vendor contracts, optimizing service costs without compromising quality.

## **Prior Accounting Roles**

2013 – 2017

Managed financial reporting, data analysis, and budgeting across higher education and media industries, honing problem-solving, data-driven decision-making, and stakeholder management—skills now applied in UX research, product strategy, and business-aligned design.

## **EDUCATION**

**School/College/Uni, Education/Certificate**

**Northeastern Illinois University, Accounting Coursework**

**City Colleges of Chicago, A.A.S. Accounting**

**DesignLab UX Academy, User Experience Design Certification**

## **SKILLS**

**Research:** User research (qualitative), journey mapping, usability testing.

**Design:** UX design, UI design, interaction design, information architecture, design thinking, prototype, wireframe, usability testing, visual design.

**Product:** product roadmap, project management, user requirements, design specifications, requirements gathering, cross-functional collaboration.

**AI/ML & Data-Driven UX:** AI/ML UX design, data visualization, behavioral analytics, human-AI feedback loops.

**Methodology:** Scrum, Kanban

**Tools:** Figma, Sketch, Maze, Zeplin, Jira, Rally.