

CERTIFICATIONS

STANFORD UNIVERSITY (CONTINUING STUDIES)

UX/UI Design for AI Products, 2026

EDUCATION

ACADEMY OF ART UNIVERSITY SAN FRANCISCO

M.F.A. in Web Design & New Media

SAN DIEGO STATE UNIVERSITY

Double major; B.A. in Graphic Design
and B.S. in Hospitality & Tourism
Management

SKILLS

Design & Craft

Wireframing & Rapid Prototyping ·
Visual Design · Interaction Design ·
Responsive Design · Cross-Platform
Design · Mobile & Native App Design ·
Prototyping for Web & Mobile ·

Systems & Accessibility

Enterprise Design Systems · Design
Systems Governance · Component
Library Implementation · Accessibility
& WCAG Compliance · Human
Centered Design

Tools & Technology

Figma · Sketch · Adobe XD · InVision ·
HTML/CSS · Visual Studio · WordPress
AI-assisted design and rapid
prototyping tools (Claude, ChatGPT,
Cursor, Figma Make, VO, Loveable,
Stitch)

Strategy & Process

Enterprise Product Design ·
B2B UX · Product Strategy &
Roadmap Alignment · Agile &
Scrum Methodologies · Front-end
Development

EXPERIENCE

CVS Health

Enterprise healthcare organization

Senior Product Designer (June 2024–February 2026)

- Owned discovery-to-delivery design for underwriting workflows working in tight feedback loops directly with underwriters to validate solutions iteratively.
- Contributed to CVS Caremark's Cobalt design system migration across EOS, auditing legacy prototypes and replacing components.
- Drove Standalone Specialty discovery initiative in partnership with product, engineering, and client stakeholders, mapping data flows, surfacing technical risks, and building a roadmap to retire a legacy system and consolidate it into EOS.
- Facilitated stakeholder discovery workshops and conducted direct user research with underwriters, bypassing filtered requirements to surface insights.

Senior Digital Experience Designer (UX/UI) (June 2022–June 2024)

- Delivered CVS's next-generation scheduling platform across web and native, reducing the end-to-end flow from 18 steps to 9.
- Drove 18% reduction in user errors within one month through UXR-led A/B testing (content, CTA hierarchy, consent placement).
- Achieved 93% health records opt-in via progressive onboarding consolidating Rx, Caremark, Specialty, and medical records.
- Contributed to 35K new app downloads and 38K re-engaged users post-2024 redesign by improving task completion and family scheduling.

Senior UI Designer (August 2021–June 2022)

- Launched group vaccine scheduling ahead of major competitors, enabling multi-appointment booking in a single session.
- Served as accessibility lead during DOJ/ADA rapid-response sprint, driving full WCAG 2.1 AA compliance.
- Led migration from Sketch/InVision to Figma, rebuilding 30+ files and operationalizing the enterprise design system.

Buffini & Company

In-house real estate marketing organization

Web Designer (September 2018–August 2021)

- Designed and coded static and dynamic web experiences (HTML, CSS, JavaScript) translating marketing briefs directly into production builds.
- Managed and customized WordPress ecosystems across blogs, resource hubs, press, and podcast episodes.
- Built responsive Marketo email campaigns aligned with performance goals.
- Produced wireframes to align stakeholders pre-development.

Brown Marketing Strategies, Inc.

Small business creative agency

Digital/Web Designer (July 2016–September 2018)

- Designed and launched client websites (WordPress, Squarespace), owning full lifecycle from concept through deployment.
- Created multi-platform digital campaigns including paid ads, social graphics, GIFs, and motion assets.