

OVERVIEW

**EDUCATION**

Bachelor of Arts  
Visual Communication  
Industrial Design  
SF State University 2009

**TOOLS**

Graphic Design  
Adobe Creative Suite  
Prototyping & Motion  
Adobe After Effects  
Invision & Principle

**HIGHLIGHTS**

- 6+ years of UI/UX experience
- 4+ years teaching and mentoring
- Shipped 3 consumer products
- Shipped 3 private security products
- Skates a mean game of street hockey

RECENT EXPERIENCE

**PRINCIPAL PRODUCT DESIGNER  
(VISUAL DESIGN & UX DESIGN)**

Lumo Bodytech  
in Mountain View, CA  
August 2013–Present

Highlights

- Launch 3 products into market
- Mentor team of junior designers
- Lead overall design system
- Increase product NP Scores
- Customer base of 50,000 users
- Evolve from Visual Designer

**ROLE & RESPONSIBILITIES**

Mobile App Design

Design and deliver the visual of the iOS and Android experiences, including animation and motion design. Significantly contribute to the UX design of three wearable devices. Solve problems unique only to a hardware/software product. Deliver designs to a wide variety of engineers.

User Experience Design

Conduct and observe user testing sessions to garner insights and define problems. Develop and test hypotheses through user testing. Prototype interface ideas to validate its efficacy as a solution. Report findings back to the team and executive group to ensure the product follows the roadmap.

New Product Development

Contribute to the launch of three wearable products into the market. Design and develop two category-defining products from the ground up. Conduct, observe, and study user interviews to help define focused personas. Create a design language other designers can utilize. Track the progress of products by following customer response and NPS scores.

Brand Design

Design and develop original logo and brand identity. Define, facilitate, and oversee the evolution of the products' visual language as the company grows. Ensure consistent visual system across public-facing communication mediums such as ads, websites, and printed materials.

Product Photography/Videography

Responsible for high quality, beautiful photos and videos of Lumo's line of wearable devices and accessories. Shoot and process assets to be used in both marketing and product collateral such as web pages, packaging, and mobile app design.

Package Design

Work with vendors such as contract manufacturers and industrial designers to create packages meant for direct-to-consumer and retail environments. Test industrial design and visual language with users to ensure high usability and cognition.

Mentor

Guide and collaborate with junior designers to grow their skills and develop their abilities. Create a safe space to discuss company and design themes. Support and encourage the development of style within brand guidelines.

RECENT EXPERIENCE CONTINUED

**UX/INTERFACE DESIGNER**

MSL Design  
in San Francisco, CA  
January 2011–January 2016

**Primary Client: Leidos**  
Leidos (formerly SAIC) is a science and technology solutions leader working to address some of the world's toughest challenges in the defense, intelligence, homeland security, civil, and healthcare markets. Their clients include the US DoD and US Homeland Security.

**ROLE & RESPONSIBILITIES**

**User Interface Design**  
Develop user interfaces for a line of checkpoint systems that scan and detect explosives and contraband on vehicles ranging in size from passenger cars to freight trains. Deliver visual designs that solve problems unique to each project, such as an interface meant to be used in a moving vehicle, and an interface meant to facilitate quick decision making.

**User Experience Design**  
Gather comprehensive understanding of use-cases through observational use studies and user interviews. Work in a team of three to distill findings into insights that help shape the resulting solution. Wireframe and prototype ideas with motion software such as Adobe Flash.

**Interaction Design**  
Build full, comprehensive simulations for the purpose of both communicating the intended UI behavior to engineers who work remotely and also allowing their marketing team to demonstrate a close-to-final interface to prospective clients. Design animations and transitions between states of buttons, screens, and systems.

**ASSISTANT DIRECTOR/DESIGNER**

Industrial Design Outreach  
in San Francisco, CA  
August 2006–May 2012

**Details**  
Industrial Design Outreach (iDo) is a non-profit organization consisting of volunteer designers and university design students who take design thinking methodologies from university and real-world application and bring it into underserved high school students in San Francisco.

**ROLE & RESPONSIBILITIES**

**Teacher**  
Use hands-on methodology to teach both soft skills, such as identifying design in day to day life, as well as hard skills such as proper use of a CNC laser cutter. Ensure safe technique while using tools such as jigsaws, band saws, and soldering irons.

**Curriculum Development**  
Collaborate with other like-minded designers and university students to develop curriculum that engages and teaches design principles. Prototype curriculum months in advance in preparation of delivering lessons to high school classrooms. Curriculums ranged in scope from seven-day projects to four-month epics.

**Mentor**  
Encourage participation and growth through creative thinking methodology. Serve as a mentor in and outside the classroom to both high school students as well as university students. Demonstrate that a life after high school and university exists. Be a confidant and peer to those who lack it in life outside high school.

ABOUT

**PHILOSOPHY & APPROACH**

Whether it's a visual, interaction, or experience problem, I believe that spending time to be thoughtful and thorough in truly understanding and defining a problem is the most effective way of problem solving. It is essential in providing a sound foundation for ideas, hypotheses, and experiments to be built upon. Then all subsequent steps, such as testing and communication, have focused purpose and meaning, and can be measured in a quantitative and qualitative manner.