

EXPERIENCE

PRODUCT DESIGNER

2020 - 2021

FACEBOOK INC

Product design lead using a data driven perspective to create business integrity focused seller experiences for the Facebook Shops product.

LEAD PRODUCT DESIGNER

2011 - 2020

DISNEY PARKS, EXPERIENCES & PRODUCTS: TECHNOLOGY & DIGITAL

Multidisciplinary design lead using a holistic and data driven perspective on user experience to design complete product solutions. Duties also included managing the team's roles, establishing timelines, and aligning with business partners to estimate work, develop new concepts, and define success metrics.

DESIGN TEACHER

2016 - 2017

THE LOS ANGELES CREATIVE SCHOOL

Developed and taught classes where students created a digital concept and gained key insights into user experience, content strategy, responsive design, web design standards, accessibility standards, asset generation, and development documentation.

VISUAL DESIGNER

2009 - 2011

JAMES TYLER GUITARS

Provided art direction and designs for various product and marketing materials including instrument tech-diagrams, manuals, advertisements, case graphics, and apparel. Responsibilities also included designing and maintaining of e-commerce website and various social media accounts.

EDUCATION

COLLEGE OF THE ARTS

2007 - 2011

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Bachelor of Fine Arts in Graphic Design
Minor in Web & Technology Literacy

VISUAL ARTS & MEDIA

2005 - 2007

PASADENA CITY COLLEGE

Associates of Arts in Communication Arts

PROGRAM SKILLS

SKETCH



ADOBE XD



PHOTOSHOP



ILLUSTRATOR



HTML / CSS



FIGMA



KNOWLEDGE

Responsive Design
Grid & Layout
Information Architecture
Content Strategy
User Experience
Interface & Interaction Design
Rapid Testing
Web and App Usability
Analytics & SEO
Front-End Development
Photography
Art Direction
Color Theory
Typography
Brand Identity
Leading Teams
Presenting Ideas
Working Agile

HONORS

Certified E-Commerce
UX Professional

Baymard Institute 2020

World Travel Award

World's Leading Tour
Operator Website 2014
AdventuresbyDisney.com