

Experienced UX and design leader with a passion for building collaborative teams and crafting user-centered experiences that drive measurable business and customer impact. Proven success leading design strategy and execution across diverse industries—including tech, real estate, media, and hospitality—with a strong focus on accessibility, scalability, and customer trust. Skilled at fostering growth in high-performing, diverse teams, creating design systems used across global products, and partnering closely with product and engineering to solve complex problems. Recognized for empathy-driven design leadership that balances data-driven decisions with a genuine commitment to improving users' lives.

Experience



2023 - Current

Anywhere Real Estate, Inc.

VP of UX (Remote)

Brought in to transform a siloed design organization into a collaborative, product-aligned team focused on consistency, accessibility, and user-centered innovation across a broad digital portfolio—including Coldwell Banker, Sotheby's, Century 21, Corcoran, ERA, and Cartus.

- Spearheaded the creation and launch of Bespoke, a design system embraced by 7+ brands and 15+ product teams. This brought much-needed consistency and collaboration to a previously siloed environment—helping teams work better together and delivering a smoother experience for customers that was accessible out of the box.
- Grew and nurtured a diverse UX team from 20 to 35 people, focusing not just on numbers but on people's growth, wellbeing, and development, resulting in a happier, more productive team with 45% higher retention.
- Founded and led an accessibility program with passionate specialists who championed going beyond compliance—making our products genuinely usable for everyone and raising accessibility scores by 95%.
- Developed clear, standardized design processes and tools that made cross-team collaboration easier and more enjoyable, cutting project turnaround times by 20% while fostering a shared sense of purpose.
- Partnered closely with product and engineering leaders to co-create a UX roadmap that balanced business goals with real user needs—helping keep the team focused and aligned in a fast-changing environment.
- Facilitated inspiring design thinking workshops that empowered product teams to explore bold ideas and turn them into customer-centered, actionable solutions and gain business buy-in.
- Invested in the team's ongoing growth by defining career ladders and a UX playbook, curating learning resources and creating a culture where continuous improvement and curiosity were encouraged and celebrated.



2017 - 2023

Amazon

Head of UX, Prime (Remote)

Owned end-to-end UX strategy and execution for Amazon Prime in 22+ countries, driving scalable solutions and cross-functional alignment across membership, subscriptions, engagement, and payment experiences.

- Designed and implemented a global UX framework used in 22+ countries, empowering teams to localize experiences with less effort and more consistency, reducing design/dev time by ~15%.
- Built and led the Prime Design System roadmap, helping 4+ teams deliver cohesive experiences while easing the lift for designers and engineers alike.
- Collaborated with product and engineering to surface and solve real customer pain points, influencing annual planning and driving investment in high-impact improvements.
- Improved end-to-end journeys with a focus on trust and clarity, directly contributing to measurable gains in customer satisfaction using Amazon's proprietary CXO framework.
- Authored and presented MDR/QDR docs that rallied cross-org support for foundational UX architecture work and future-focused platform investments.
- Mentored a cross-functional team of 15+ designers and researchers, raising the bar on UX quality while creating space for better collaboration and shared practices.

Principal UX Designer, Consumer Payments (Remote)

Spearheaded UX rearchitecture of payment experience, driving global UX strategy across payment methods and shaping the customer experience for millions of shoppers worldwide.

- Led global UX for Amazon's Consumer Payments experiences, redefining the architecture and usability of the Wallet and Your Payments surfaces used by millions of customers worldwide.
- Partnered with product and engineering to redesign the Amazon Wallet, driving a 25% increase in feature engagement and a 16% lift in added payment methods.
- Defined a scalable UX framework supporting 30+ global payment types, enabling growth to 100s more and adopted across AmazonPay, Gift Cards, and international teams.
- Led redesign of 30+ global payment method experiences, improving accessibility, reducing support tickets by 4%, and earning internal recognition for customer impact.
- Documented UX architecture and escalation guidelines, accelerating design velocity and alignment across 10+ product areas.
- Drove legacy UX modernization by prioritizing and planning P0/P1 architectural migrations in collaboration with engineering.
- Conducted iterative testing in five countries to localize experiences and created reusable design templates reflecting diverse customer needs.
- Championed pattern libraries and UX documentation standards to increase consistency and reduce design rework across partner teams.
- Bar raised for dozens of payment experiences. Was the most requested Payment Experience Bar Raiser from 2019-2021

Experience Continued

2017-2023 cont.

Senior UX Designer, Prime (Seattle, WA)

Focused on customer experience for pricing, bundling, and subscription pipelines across Amazon Prime. Designed for global compliance and customer satisfaction in a fast-paced, cross-functional environment.

- Designed and implemented a global UX framework used across 22+ countries, enabling localization at scale and reducing design and dev time by ~15%.
- Created and led the roadmap for the Prime Design System, supporting 4 internal teams and boosting UX consistency across Prime's core experiences.
- Partnered with PMs and engineering to identify high-impact customer pain points, influencing annual planning and unlocking funding for key CX initiatives.
- Drove end-to-end journey improvements focused on trust and transparency, contributing to measurable lifts in customer sentiment via proprietary CXO tracking.
- Authored MDR/QDR documents that secured cross-org buy-in for foundational architecture investments across PrimeUX.
- Mentored 15+ designers and researchers, raising the bar for UX quality and improving team alignment through playbooks and shared design processes.



2016-2017

NCR | Senior UX Architect (Atlanta, GA)

Led user experience efforts across NCR's hospitality products, including Aloha and Engage, with a strong emphasis on accessibility, consistency, and cross-functional alignment.

- Championed accessibility by auditing and enforcing WCAG standards across hospitality platforms, reducing reported accessibility issues by 80% and improving usability for all users.
- Served as design ambassador for 10+ product teams, delivering user flows and high-fidelity prototypes that boosted UI consistency and cross-team collaboration using Axure and Sketch.
- Facilitated company-wide Design Thinking workshops, empowering 100+ team members with customer-focused problem-solving skills and fostering a culture of innovation.



2014-2016

Videa | Senior UX and Visual Designer (Atlanta, GA)

Drove UX strategy and design execution for a complex web-based ad sales platform in an agile environment, balancing business needs and user feedback.

- Designed and delivered responsive web application interfaces with user flows, wireframes, and high-fidelity prototypes using Axure and Photoshop, enhancing user engagement.
- Partnered closely with product managers, developers, and QA to align requirements and ensure accurate design implementation, improving team efficiency.
- Leveraged user and client feedback to continuously refine designs, reducing usability-related support tickets by 35% and boosting customer satisfaction.



2013-2014

Mother Nature Network (Treehugger) | Lead Interactive Designer (Atlanta, GA)

Led branded content design and web UX initiatives for a top environmental media site, delivering visually compelling, on-brand solutions across platforms.

- Designed infographics and animations for Fortune 500 sponsors, boosting brand storytelling for clients like UPS and AT&T.
- Led a site redesign by creating wireframes, mockups, and a reusable style guide, enabling efficient offshore development.
- Delivered QA oversight that ensured quality and consistency, contributing to a 25% increase in site engagement.



2010-2013

WebMD | Web Designer (Atlanta, GA)

Blended UX, visual design, and animation to elevate the digital healthcare experience across consumer and corporate channels. Produced wireframes, storyboards, and animations for internal and client-facing health education content.

- Created branded and unbranded Flash ads and developed WebMD's first end-to-end animation workflow, delivering multiple shorts and internal videos.
- Managed homepage and wellness center content updates, supporting daily site operations for millions of users.
- Earned 4 "Big Shot" awards and multiple honors recognizing creative excellence on key projects.



2009-2010

AT&T | Web Designer (Atlanta, GA)

Delivered high-volume digital design and development in a fast-paced production environment supporting thousands of small business clients.

- Designed, coded, and launched fully customized websites in under 8 hours, frequently delivering multiple sites per day.
- Created websites, banners, and redesigns aligned with advertiser specs and strict brand guidelines.
- Collaborated with cross-functional teams to ensure quality and timely delivery, boosting advertiser satisfaction.

Education

Savannah College of Art and Design

M.F.A, Animation 2016

B.F.A, Animation 2007