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Senior UX/UI Product Designer

Information Architecture, User Interface Design, User Experience Research, Mobile Applications

Core Competencies

Agile, Competitive Analysis, Concept Design, Customer Engagement CX, Design systems, Heuristic Analysis, Human Computer Interaction, Product Design, Prototypes, Responsive & Multi Device Design, Startups, Storytelling, Task Analysis, User Research, User-centered Design (UCD), Wireframe and mockups

EMPLOYMENT

Amazon, Seattle WA (October 2020 - March 2023)

Senior UX Designer, [Transparency](#)

Role description: Design & research for a product serialization service that helps identify individual units and proactively prevent counterfeits from reaching customers. I was the UX owner for customer-facing CX on highly trafficked pages such as the Progress Tracker, Search, and Detail pages, brand-facing tools used by customers such as Samsung, Google, and Microsoft, as well as internal tools for Transparency operations.

- A. Transparency badge:** Like the Prime badge customers see while searching for products, I worked with multiple teams to create a badge displayed for those products enrolled in the Transparency program. Through moderated and unmoderated UXR studies, customers reported they would have more trust in products with the Transparency badge.
 - ★ In addition to building trust, downstream impact metrics, such as customer returns and product re-purchasing, are expected to improve.
- B. Progress Tracker integration:** Transparency's Customer Engagement features within the Amazon mobile app allow a customer to scan the Transparency barcode and view useful information about their purchase. The poor discoverability of this feature showed that only 0.6% of Transparency-enabled purchases resulted in a scan.
 - ★ By integrating into the Progress Tracker page, we project the number of successful barcode scans will double (1.2%), as the CX will be exposed when customers are most likely to view the Progress Tracker page.
- C. Transparency portal:** Building out the complete UX that allows a brand to onboard, manage user permissions, view performance metrics, order barcodes, and additional business requirements.
 - ★ Creation of the portal resulted in a reduction in operational forces (account managers, brand managers, sales) as we migrated internal tools to the portal, thereby allowing brands to quickly self-serve.

Amazon, Seattle WA (August 2017 - October 2020)

Senior UX Designer, [Buyer Risk Prevention](#)

Role description: Design & research to create interfaces that protect the customer and deter the ill-intentioned. As the sole designer in Buyer Risk Prevention. I was responsible for both internal tools and customer-facing CX.

- A. Internal tools:** I leveraged my experience building Guided Workflows for our CS associates and created a similar UX for Amazon's team of investigators, individuals who research potential fraud on customer accounts.
 - ★ Reduced false positives by 8% through improved detection algorithms and guided workflows, enhancing investigation accuracy.
- B. Customer self-serve workflows:** To provide timely resolution of customer issues, we built workflows for the customer to resolve account issues quickly and accurately.
 - ★ This resulted in improved turn-around time of 2-3 business days from investigator queues, to immediate resolution for customers acting in good faith. For bad actors, this resulted in frustration and inability to further fraud a customer account.

Amazon, Seattle WA (October 2014 - August 2017)

UX Designer, [Customer Engagement Technology](#)

Role description: Design & research to create interfaces that allow fast and pleasant interactions with Amazon customer service. I was the design lead on “Guided Workflows”, a drastic overhaul of Customer Service Central (the tool CS associates use to field voice/chat/email customer contacts). Guided Workflows incorporate ML inputs to generate suggested customer resolutions, reducing the cognitive load on the associate and providing optimal resolution to our customers. Guided workflows launched worldwide with the following positive results:

- ★ A decrease in ‘time to proficiency’ from 6-8 weeks to 2 weeks. Time to proficiency is defined as the minimum amount of time required for an associate to be as good as tenured associates (6 months or more experience and a sufficient How’s My Driving, HMD, score).
- ★ A reduction in the number of customer returns.
- ★ A positive increase in HMD ratings for associates whose customers responded to an emailed sentiment survey.
- ★ Wrote and submitted a patent for customer service-specific Guided Workflows, Inventor award.

Centri Technology, Seattle WA (January 2013 - July 2014)

Senior Product Designer

Role description: All-around design for a small, successful software start-up focusing on the optimization of mobile data. Drove product design of a highly technical system through wireframes/IA, data visualization, prototypes, and user testing. Worked closely with engineering in re-imagining & re-writing the entire UI code base of the product.

Nuance Communications, Seattle WA (October 2008 - January 2013)

Senior UI Designer

Role description: Apply UCD principles to create mobile and speech-based task flows. Define UI requirements from client brand, product management, engineering, UX/usability inputs. Create wireframes/IA, storyboard comps, prototypes, and functional specs to assist in all stages of the design life cycle. Enterprise customers included: ATT, Apple, CVS, Fidelity, MetroPCS, Optus, Orange, Progressive, SoftBank, Starbucks, T-mobile, Telstra, US Bank, Vodafone.

Additional Relevant Experience

Snapin Software (start-up), Bellevue WA, Senior UI Designer

Microsoft, Redmond WA, [Product Designer III](#)

Farestart, Seattle WA, Volunteer

Mineral, Inc., Seattle WA, Technical Director

EDUCATION

[Master Of Science \(MS\) In Human Computer Interaction \(HCI\)](#)

[Iowa State University](#)

[Bachelor of Fine Arts \(BFA\) in Painting](#)

Hartwick College

Departmental Distinction in Art

Awards & Honors

[Microsoft Patent Award](#)

Technical Skills

Adobe Certified Expert (AfterEffects), Adobe Suite, Axure, Eyetracking, Figma, HTML/CSS/JavaScript, Qualtrics. com, SaaS, Sketch, Slack, useresting.com