



Professional Experience

FJORD Austin, TX [Dec 2016]

Sr. Visual Designer, Contract

Collaborated in an agile environment with Interaction Designers, Visual Designers, Content Designers, Project Managers, and Creative Directors to design moodboards, UI boards, UI components, and mobile web screens for a large, global car rental company. Collaborated closely with the design team on presentation decks for the Creative Directors to pitch the brand refresh and new UI design components to the client.

PayPal Credit Austin, TX [2013 - 2016]

Visual Design Lead, UX Team, Product Design

Visual Design Lead for PayPal Consumer Credit for US and International (2013-2016), PayPal Working Capital (2014-2015), and Paypal Credit in Consumer App (2015-2016). Collaborated in an Agile, Lean UX environment with product stakeholders, UX designers, content writers, user researchers and developers, to create holistic E2E user centered experiences for PayPal customers. Adapted UX methodologies to create and maintain the quality, efficiency, and consistency of projects from concept through completion. Created visual systems and UI components for desktop and mobile. Designed and refined design concepts through prototypes, multiple usability testings, and design iterations. Delivered designs with red line specs, and exportation of assets for developers.

- Received internal patent award for visual design that enabled PayPal Credit users to "Make a Payment" inside of the PayPal app. Patent pending.
- Visual UX Lead and Art Director for PayPal.com's "Legal User Agreements and Policies". Transformed a content heavy, and non-responsive experience into a fresh, responsive design aligning to PayPal.com's brand. The redesign launched in October 2016 to over 188 million active PayPal users. Received a Design Recognition Award from the Executive Leadership team.

PayPal and X.Commerce San Jose, CA [2009 - 2013]

Creative Design Lead, Consultant, Product & Brand Marketing

Art Directed and Designed web landers, email campaigns, digital advertising, and marketing collateral, for millions of PayPal consumers. Established a strong PayPal internal culture with web landers, emails, print campaigns, environmental signage, and branded employee merchandise for desk drops. Self managed design projects and timelines. Collaborated with print vendors, agencies, and executive stakeholders to ensure all projects from concept through completion were successfully created on time and within budget.

- Art Directed and Designed environmental signage, program guides, attendee badges, conference schedules, and digital banner ads, for the 'X.Commerce' and 'PayPal Developer' conferences with over 3,000 attendees. Events held at the Moscone Center in San Francisco, CA.
- Art Directed and Designed digital media, environmental signage, and program guides for "PayPal Leaders Day" events featuring all Sr. Directors, VPs, and President.
- Designed Keynote presentations, and emails for Executive Leadership to present at company All Hands and Global Corporate announcements.
- Collaborated with Product Marketing, Brand Marketing, and agencies to design collateral pieces to promote PayPal in store at "Point of Sale" for *Home Depot* and *Jamba Juice*, and designed a customized PayPal QR code to be used at in-store checkout.
- Helped establish a strong PayPal internal culture with web landers, emails, print campaigns, environmental signage, and branded merchandise for employee desk drops.
- Self managed my design projects and timelines. Collaborated with vendors, agencies, and executive stakeholders to ensure all projects from concept through completion were successfully created on time and within budget.

Johnson & Johnson San Francisco, CA [2008 - 2009]

Sr. Creative Designer, Consultant, Product Marketing & Sales

- Collaborated with Marketing, Product, Sales, and Developers to design and deploy digital advertising, web landers, and product design experiences across BabyCenter.com and Johnson & Johnson.
- Led interactive advertising campaigns, web landers, emails, supporting e-commerce health products, and new moms, resulting in a 4% CTR.
- Designed digital presentations for the CEO to pitch to the Board of Directors.

Exponential Interactive Emeryville, CA [2005 - 2008]

Sr. Creative Designer, Product Marketing

- Created direct marketing web sites, interactive advertising, and emails, for the Lead Generation and Product team.
- Collaborated with designers in U.S. and India, and Marketing Sales to design concepts to full completion.

Yahoo! Inc. Sunnyvale, CA [2000 - 2005]

Art Director & Designer, Interactive Advertising & Sales

- Led interactive web, email, and banner ad campaigns for large branded clients such as, *Walt Disney, Sony Style, Toyota, Campbell's Soup, Ford, TidyCats, U.S Olympics, Sundance Film Festival, and 2011-2012 FIFA World Cup.*
- Redesigned the Yahoo! Personals Interactive Tour and digital ad campaign, resulting in the product going from near extinction to the number one online dating service in the 2 months it went live. Generated over a \$1 million the first month of launch. Online ads generating over a 4% CTR.
- Art Directed and Designed a "We Remember" campaign for the Yahoo! Home page to encourage those who lost loved ones from "9-11" and add a tile to the website in remembrance of them.
- Art Directed and Designed, interactive banners, emails, and landers for various Yahoo! verticals such as, Personals, Shopping, Music, Sports, and Entertainment.
- Designed illustrations and merchandise branding for the Yahoo! Store.

Additional Design Experience

Ernie Ball Guitars, Industrial Light & Magic, Bill Graham Presents, Deckers Outdoor Corporation, MobSoc Media and various entrepreneurs.



Education

Cal State East Bay, Multimedia Masters program, 2000

Cal Poly State University, B.S. in Graphic Design, 1997

Continued Professional Education

General Assembly UX Design

DesignLab UX Research, Interaction Design, Visual Design

In-house training (PayPal) Agile, Lean UX, Accessibility, CDI



Awards

Visual Patent Pending

Consumer PayPal App, 29/554,710

Patent Award – PayPal

Consumer PayPal App, Consumer Credit, 2016

Gold: First Place Award – by Visual Media Alliance

2012 X.Commerce Developers Conference Collateral