

Objective

To inspire and direct UX/UI designers in solving user-oriented challenges guided by research, testing and data mining which ultimately creates satisfied customer experiences and drives businesses to excel.

Experience

One Technologies

Senior Director, UX/UI :: 2018 – 2024

Directed UX and UI strategy, research, and design for ScoreSense® (a 3-bureau credit reporting subscription product) by partnering with business stakeholders, product owners and development teams. Instituted company-wide qualitative and quantitative user research methodologies to advance strategy, KPIs and design for web, app, email, and other digital marketing tactics.

- Increased ScoreSense® subscription acquisition conversion rate more than 40% in 2021
- Expanded subscription revenue per customer from \$122 to \$155 in 2022
- Enhanced customer email engagement and click throughs by more than 18% through journey mapping new experience, content creation and UI design
- Constructed a brand design system to facilitate efficiencies and consistencies across internal design teams, development teams, as well as partners and third party contractors

Ansira

Assistant Vice President, Customer Experience :: 2010 – 2017

Lead UX/UI design and content strategy and planning for several large-scale clients including Rent-A-Center, FedEx Office, Carpet One, Purina, Coca-Cola and many more. Responsible for digital touchpoints across the entire customer journey and insuring integration and consistency with non-digital and instore experiences.

- Designed and executed Rent-A-Center's first ecommerce customer experience by providing checkout flows, designs and functional specs for checkout and account management
- Created, tested and launched the new single-sign on profile pet management system and email template strategy across all Purina pet care brands that aided in growing the marketable database by 400%
- Lead content strategy and page design for FedEx Office to ensure brand consistency of instore experience and drive store visits by promoting specific product and services

RAPP

VP, Digital/User Experience :: 2008 – 2010

Established a new vision and structure of the RAPP Dallas digital group. Managed the UX, UI designers, and front-end development teams. Collaborated with other agency departments and clients to define processes, execute digital planning, oversee customer experience, and roll out of client websites, emails and mobile applications.

- Created for 7-Eleven a new franchise website experience to support the promotion of the rapidly expanding business
- Upgraded Macy's Rewards loyalty program via boosting registration, account management and ease of access to customers' current points

Handango

Director, User Experience :: 2007 – 2008

Lead the UX/UI and front-end development teams for a prominent content aggregator and mobile app retailer in development of web-based and mobile app store fronts across all device platforms.

- Redesigned and rebranded Handango through all online and in-app mediums, while migrating to the ATG commerce platform
- Responsible for overseeing consistency of in-app design and shopping experience across dozens of carriers, mobile OEM device types and platforms

Sabre Holdings

Director, Creative Services :: 2005 – 2007

Responsible for 100% of print, digital and trade show creative for most Sabre brands. Worked in collaboration with the brand marketing teams and internal product groups to plan, design and execute both internal and customer facing digital marketing products with the goal of increased sales or customer retention.

- Led functional requirements, design and user testing for the Sabre Airline Solutions' customer management portal. Which is the main customer management service tool for over 100 airlines
- Redesigned and branded the overarching Sabre Holdings umbrella digital and print experience

American Airlines

UX Lead – Contractor :: 2003 – 2005

Worked directly with American Airlines digital marketing group to plan and execute design strategies that increased revenue of AA.com, in addition to travel efficiencies by way of streamlining the self-service ticketing kiosks.

Xceed

Director, User Experience :: 2001 – 2003

Led information design, creative design and front-end development teams in the planning, design and development of several large-scale ATG e-commerce implementation efforts.

- Redesigned seven Hilton Hotel website experiences and reservation systems under a common set of ATG platform-based templates

SixtyFootSpider

Creative Director :: 1997 – 2001

Oversaw all UI design, content creation and front-end development for this digital-based agency. Part of the senior leadership team in development of the business plan, brand and overall business strategy.

- Designed and developed many award-winning website projects for the United States Air Force to drive awareness and increase leads
- Redesign and launched the Subaru of America website experience

Killion McCabe & Associates

Art Director :: 1995 – 1997

Design of direct marketing and specialized advertising campaigns for a broad range of Christian-based not for profit clients. Helped launch and grow a new digital side group within the agency.

Skills

Sketch

Adobe Creative Suite

Axure

Invision + DSM

Usability Testing

Heuristic Evaluations

Market Research

Digital Surveys

Prototype Development

ADA Compliance Design

Word

Excel

Education

Texas Tech University :: Bachelor of Arts, Design Communication
May, 1993

Awards + Recognition

Gold Tops Award

Silver Tops Award

Bronze Tops Award

Silver ADDY - DSVC

American Advertising Federation Excellence Award

Print Magazine Interactive Annual Award – Institutions