



PROFESSIONAL SUMMARY

Senior/Principal Product Designer with 20+ years of experience designing SaaS and enterprise software across HR Tech, FinTech, and video game industries. Specializes in end-to-end UX/UI design, research-driven product development, and scalable design systems. Strong background in front-end collaboration (HTML/CSS) and partnering with product and engineering teams to deliver complex, user-centered experiences.

SKILLS

Design - UX/UI design, product design, interaction design, information architecture, visual Design

Systems - Design systems, component libraries, design tokens

Research - User research, competitive analysis, usability testing, user personas, journey mapping

Tools - Figma, Adobe Creative Suite, Rive, Origami Studio, FigJam, StoryBook

Technical - HTML / CSS / JavaScript, GSAP, front-end collaboration, accessibility (WCAG)

Domains - SaaS / enterprise software, B2B, HR Tech, FinTech, video games

EXPERIENCE

Reach Reporting | Springville, UT (remote) | Jun 2025 - May 2026

Senior UX Designer

Reach Reporting is a B2B SaaS platform for financial reporting and advisory firms.

- Conducted exploratory research efforts including competitive analysis, stakeholder interviews, personas, journey mapping, and user story development.
- Designed and tested low-fidelity prototypes to evaluate and communicate future product initiatives with senior leadership and engineering stakeholders.
- Led end-to-end design and launch of the Reach Reporting Certification Program, from concept through execution, supporting product education and user enablement.

Fluid Financial Technology | Salt Lake City, UT | Jun 2023 - Mar 2025

Director of Design & Interaction

Fluid was an HR tech company specializing in employee onboarding and workforce management solutions.

- Drove UX strategy for Fluid's onboarding suite in close collaboration with the CTO and Head of Product, aligning user research insights with product direction to shape and refine the end-to-end onboarding experience.
- Led end-to-end product design, from user stories and wireframes through high-fidelity prototypes and detailed design specifications.
- Designed and developed marketing websites for Fluid Onboarding and the company website, translating product strategy into responsive, conversion-focused web experiences.

TruGolf | Centerville, UT | Jun 2022 - Jun 2023

UX Designer - Principle Level

TruGolf is a sports technology company focused on golf simulators, launch monitors, and virtual golf experiences.

- Partnered closely with the Chief Experience Officer, VP of Creative Development, and VP of Software, aligning business objectives with user-centered design.
- Spearheaded UX initiatives on the flagship E6 Apex platform, delivering key enhancements in usability, accessibility, and overall aesthetics.

Bitt | Draper, UT (remote) | Jul 2021 - May 2022

UX Designer

Bitt was a FinTech company specializing in digital wallets and central bank digital currency (CBDC) platforms.

- Extended Bitt's Digital Currency Management design system to support the launch of eNaira, Nigeria's official digital currency, ensuring consistency and scalability across product surfaces.
- Collaborated with product designers and engineers to understand, design and refine secure, user-centered digital currency experiences across core transaction and management workflows.

WildWorks | Salt Lake City, UT | Oct 2006 - Jul 2021

Senior UX Designer & Front-end Developer

WildWorks is a video game developer specializing in online games and educational experiences for kids.

- Partnered with game designers, producers, engineers, and UI designers to deliver engaging user experiences across WildWorks' games, mobile apps, and web platforms.
- Contributed to the continued evolution of Animal Jam, a massively popular online game with millions of players worldwide, designing experiences that supported user engagement, retention, and long-term growth.
- Designed and optimized user acquisition funnels and in-game onboarding experiences, helping guide new players through key interactions and improve early user engagement.
- Mentored junior designers and championed UX best practices, helping elevate design quality and maintain consistency across games, applications, and web experiences.

Blizzard Entertainment | Irvine, CA | Mar 2006 - Aug 2006

UI Designer

Blizzard is a video game developer and publisher known for large-scale online and PC gaming franchises.

- Prototyped next-generation UI concepts for StarCraft: Ghost, exploring interaction models and visual direction for immersive gameplay experiences.

Electronic Arts Tiburon | Orlando, FL | Oct 2003 - Mar 2006

UI Designer - Team Lead

Electronic Arts Tiburon is an EA studio specializing in sports video games.

- Led UI design for high-profile sports titles including NASCAR Chase for the Cup 05, NASCAR Total Team Control 06, and Superman Returns.

CAREER HIGHLIGHTS

Evolved from UI Design to UX & Product Design

Transitioned from visual and interface design into end-to-end UX and product design, developing expertise in user research, systems thinking, journey mapping, and cross-functional product collaboration to deliver user-centered experiences across SaaS, FinTech, and gaming products.

Developed Deep Front-End Expertise

Mastered front-end web technologies and the CSS box model, enabling seamless collaboration with engineering teams and the ability to translate design concepts into production-ready experiences using HTML, CSS, and JS.

Designed Experiences for Millions of Users

Contributed to products ranging from enterprise SaaS platforms to Animal Jam, an online game enjoyed by millions of players worldwide, focusing on onboarding, user acquisition, engagement, retention, and long-term growth.

Advanced into Design Leadership

Progressed from individual contributor roles to senior and director-level positions, leading UX strategy, mentoring designers, and partnering with product and engineering leadership to shape complex digital products and scalable design systems.