

A designer who *ships*. Ten years of product design, spent in the seam between design and engineering — turning Figma systems into production **React** front-ends and rapidly prototyping **AI-native** products from concept to launch. My work has driven **200%+ engagement growth** and contributed to **\$12M+ in revenue**.

EXPERIENCE

Financial Finesse2016 — Present

Bringing financial wellness to the 99% — our mission is to change financial lives.

- **AI-Native Product Designer · Design Engineer**2025 — Present
 - Design **and ship** production front-ends in React — translating Figma design systems into responsive, accessible, tokenized components in code.
 - Saw a gap in the company and built the **AI Global Content Studio** end to end — **designed and shipped the entire app solo with AI, no engineers**, in one month. It saved **millions of dollars**, scaled global launches from months to **one country per week**, and won the **Federal Reserve** as a client.
 - Designed & launched **Smart Benefits**, an AI-powered SaaS platform adopted by one of the largest U.S. retirement record keepers and used within Olympic organizations.
 - Build and maintain the cross-surface design system (Figma → code); prototype AI-powered flows and hand off pixel-accurate, buildable specs.
 - Own the design direction and system standards across the product — from Figma tokens to shipped, accessible React UI.
- **Lead Product Designer · Product Creative Director**2017 — 2025
 - Transitioned the org from marketing-led design to a product-led practice; owned UX/UI for dashboards, onboarding, and content ecosystems.
 - Rapidly prototyped and shipped features with engineering; introduced user testing and research to inform product decisions and lift activation.
- **Sr. Graphic Designer**2016 — 2017
 - Built the foundational brand identity and earliest design systems across web and marketing — the year the role grew into product design.

CKC Communications2012 — 2015

- **Graphic Designer**2012 — 2015
 - Delivered branding, websites, and campaigns for **50+ companies** across industries — where I learned to move fast without losing craft.

SELECTED WORK

AI Global Content Studio	AI · Built in 1 mo
In-house AI engine — global scale at 1 country / week; won the Federal Reserve	
Financial Finesse Hub	200% engagement ↑
End-to-end platform design for enterprise financial wellness	
Smart Benefits	SaaS · AI
AI-powered benefits experience for enterprise-scale workforces	
Aimee — AI Coaching Experience	AI · UX
Conversational onboarding & personalization system	

SKILLS

Design & Product

Product Design (0 → 1) · UX / UI · Design Systems · Interaction & Motion · Prototyping · User Research & Testing · Figma

Engineering

React · JavaScript (ES6+) · HTML5 & CSS3 · Framer Motion · Vite · Design Tokens · Responsive & Accessible UI · Git / GitHub · CI & Static Deploy

AI-Native

AI Product Design · Rapid AI Prototyping · LLM-Powered Features · Conversational / Agent UX · Prompt Engineering · AI-Assisted Coding

IMPACT

10 yrs of product design
200%+ engagement growth driven
\$12M+ in revenue contributed

EDUCATION

California State University, Chico
B.S. Business, Marketing · Soccer, full-ride athletic scholarship

Arizona State University
Two years · D1 Soccer, full-ride athletic scholarship

SELECT CLIENTS

Federal Reserve · Meta · NFL · JPMorgan
Chase · Nestlé · Patagonia · Comcast · McKinsey