



Visual & UX Designer

Designing delightful user experiences with over 14 years of visual design work, from optimizing A|B tested landing pages, to creating cross-company design workflows, and leading a team to design the next generation interactive car experience.

Experience

Senior UX Designer

Mercedes-Benz Research & Development
North America, Inc / Sunnyvale, CA
December 2014 - Present

Leading a team of designers to create the next generation experience and UI for Mercedes-Benz automobiles, designing for series production cars, from exploring concepts to implementing designs for software production.

Created efficient workflows from design to implementation by developing scalable design techniques, implementation guidelines, and collaboration practices with software engineers. Manage overseas service provider communication and collaboration, transferring design guidelines and developing effective cross-company workflows.

Lead Visual Designer/Developer

Symantec / Mountain View, CA
September 2010 - June 2014

Led a team of designers and developers, increasing digital brand awareness and revenue through display banners and A|B tested landing pages. Collaborated with marketing and analytics teams, acquiring in-depth knowledge and data to deliver both thoughtful user experiences and smart optimizations.

Managed and update over three hundred landing pages and banners for quarterly product launches. Implemented new HTML, CSS and Javascript to improve efficiency for developers and project managers.

Senior Visual Designer/Developer

Searchlight Solutions / San Ramon, CA
September 2008 - January 2010

Designed and developed landing pages for online marketing campaigns. Utilized psychological design techniques and A|B testing to increase customer conversion rates. Managed and worked closely with an overseas back end developer.

Visual Designer/Developer

Gigafin Networks / Cupertino, CA
January 2008 - June 2008

Designed and developed icons for use with software applications, website, and company collateral. Implemented a content management system, allowing staff to easily manage and update content, which reduced company cost.

Visual Designer/Developer

P.M.B.Q. Studios / San Jose, CA
January 2006 - December 2007

Designed and developed the company website, implementing an online shopping cart to help manage the store. The new website created higher revenue opportunity for the company and increased brand recognition. Designed and development websites for external clients.

Education

Mission College Associate of Science, Graphic Design

Santa Clara, CA

2000 - 2004

Achievements & Awards

A|B Test Wins

Designed “Great Deals” banner element on a Paid Search landing page, increasing RPV (Revenue Per Visit) by 17% and conversions by 18%. Estimating about \$156,000 per month from only one landing page.

1st Place - Snake-A-Thon

Received 1st place in a Symantec Hack-A-Thon to find a solution to a cumbersome internal process (a snake). We created an application, removing 30% of the workload and time from the process.

3rd Place - Hack-A-Thon

Received 3rd place in a Symantec Hack-A-Thon to create a work smart solution. We created a mapping system, allowing employees to navigate to conference rooms.

Skills

Photoshop 

Illustrator 

Sketch 

After Effects 

Premiere 

Axure 

HTML 

CSS 

Javascript 

PHP 

Visual | UI | Screen Interaction | Voice Interaction |
Information Architecture | User Research | Marketing |
Web Analytics | Project Management | Mentorship