



I lead teams to make best-in-class products.

ABOUT ME

I am a problem solver, doer, and a leader. My work over the past 20-years span over product design, product management, marketing design, conceptual design, and traditional graphic design. I have grown a niche for myself, working for Fortune 500 companies over various verticals—telecom, consumer product goods, software development, and finance. The one thing that they all have in common is this need to shift in the way they make digital products, and focus on the end user. Yet there is a need to balance the rationale for the *old* way of doing things, and the need to shift to the *new* way of doing things to drive incremental success.

CAREER HIGHLIGHTS

A snapshot view of the 2-pivotal undertakings that I have led in my career.



- A new line of business to GS... Transaction Banking (TxB)
- Cloud based banking that leverages the powers of AWS + an API library of over 1,700 API's for enterprise treasuries to seamlessly connect to
- TxB has exceeded the target of \$50M that was set out for 2025 in just 3-years after launch...as of Q4 2021 TxB has come in at \$55M
- Built an award winning B2B banking platform for enterprise clients with the foundation of utilizing B2C user experience principles
- Collaborated with other partners such as Stripe, AMEX, and VISA
- Partnered with stakeholders to ingest a user focused, design process in the Ways of Working—that has been instrumentable in meeting client needs and also not comprising on the user experience or the brand
- Worked with sales leads to provide the right tools, such as a demo that emulates the final state for the end user
- Create a visual language for solutions architects to communicate



- A newly founded organization to VZ...Customer Experience (CX)
- The differentiator of this organization was the fact that CX would adopt the KPI's + objectives of the organization they partnered with, which was instrumental to work lock & step together
- The focus was to create a new channel...The My Verizon app
- Led a team of over 100+ team members
- Delivered a product in 6-month, built with new API's
- Within 7-months of launch, the sales conversion rate rose 15.6x, and overall usage was over 50%, bill payment within the app increased from 68-85% and is buoyed by a 27% lift in autopay enrollment
- The My Verizon app achieved its goal to provide its network of 113 million customers more control, with less work, and all in the palm of their hand

SKILLS

- Master Planning
- Process Streamlining
- Service Design
- Conceptual Design
- End User Journey Mapping
- Art of the Possible Workshops
- Information Architecture
- Component Library
- UX + UI
- Usability Research
- Stakeholding
- Roadmap Planning

TOOLS


Creative side...

- FIGMA
- ProtoPie
- InVision
- Sketch
- Photoshop
- Illustrator
- InDesign
- Keynote
- Slack
- Usertesting.com

Administrative side...

- Outlook
- PowerPoint
- Excel
- G-Suite

CONTACT ME

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A hybrid leader with super powers in Product Design and Product Management.



Head of Design, Goldman Sachs

Investment Banking Division (IBD)- Transaction Banking (TxB)
01/2020 - Present

Lead a global team of 12-design resources to deliver a roadmap with H1 (maintenance items) and H3 features (strategic features that require a larger effort), define the northstar and strategy, create a new design process & principles, establish a design/engineering governance for components. Bring data, research, and usability studies into the process. Visual tools to aid a sales & engineering team to sell fintech—ie. Banking as a Service.



GlaxoSmithKline

Director of Content & Commerce, GlaxoSmith Kline

Consumer Healthcare- Technology
07/2018 - 12/2019

Lead a global team of 11-product managers to deliver a custom component framework system, build B2B marcom digital tools to fuel the 800+ digital GSK branded touchpoints and the 500+ Pfizer branded touchpoints, and shift the "project" mindset to a "product" mindset. Partner to build a data lake that would enable insights for future marketing endeavors.



Senior Manager, Verizon

Total Customer Experience
01/2017 - 07/2018

After the successful launch of the My Verizon App, the team shifted from a "launch" team to a "run" team. Led the team to evolve the MVP features into its mature state of a H3 vision, such as a chatbot and a smart feed. The team also evolved the app for unlimited data through a loyalty program referred to as Verizon Up. The team also tackled the exercise of a component library that was shared across desktop and mobile web.



Manager, Verizon

Total Customer Experience
11/2015 - 12/2016

Brought in to a newly founded organization that focused on building another stream of revenue and to minimize the number of calls to the call center. Utilizing the data and insights from the traditional channels within Verizon, led a team to design a native mobile application called the My Verizon app within 6-months focused on the customer journey of Learn/Decide, Buy/Get, Use/Pay, Stay/Leave.



UX + Strategy Lead, Verizon

Product
07/2013 - 10/2015

A design team within the product organization focused on drawing consistency through user experience design and research across products like; Verizon Cloud mobile, Verizon Cloud desktop, FamilyBase, FamilyLocator, VZ Navigator, HUM, Go90, My Verizon desktop, and VZ Messages. Also focused on H3 initiatives like "take our 115 mobile apps and bring them into one app".

RECOGNITIONS

Digital CX Awards 2021
Goldman Sachs TxB

Global TX Banking
Innovation Award 2021
Goldman Sachs TxB

Webby- Honoree 2017
My Verizon App

CIO 100 Award 2017
My Verizon App

MVP Award by VZ Technolgy 2017

VZ Credo Award 2017

VZ Recognizing You-2017

VZ Recognizing You-2016

VZ Walden Cup 2016
Verizon Cloud

Walden Demo Day 2016
Verizon Cloud

VZ Recognizing You-2015

VZ Recognizing You-2014

VZ Recognizing You-2013

PATENTS

Patent #63039459
Self Service Automated Sweeps
Goldman Sachs TxB 2021

Patent #20140993
One Click Photo Rotation
Verizon Cloud 2015

EDUCATION

Parsons School of Design
BFA in Communications Design

University of Florida
Marketing

The algorithm to success is made up of good culture, process, and partnership.



UX Lead, Pegasystems (formerly Antenna Software)

Product

06/2011 - 06/2013

Part of a shift for the company to take its legacy beeper technology, and evolve it into an out-of-the box mobile experience for customers. Created a practice of research and workshoping with customers to understand their needs. Customized mobile experiences with a white label mobile product for iOS and Android, for; Merck, Coca-Cola, Wells Fargo, Abbott Laboratories, Simplex Grinnell, Siemens, ADT, Hallmark.



Associate Director, AT&T

Adworks

04/2011 - 05/2011

Lead a creative service team focused on targeted advertising solutions across mobile, web, and tv. All ads leveraged the anonymized data that AT&T mines across all its channels. Output of sales pitch material, strategy and positioning collateral for executives, and customized solutions for partners.



Design Director, Beekman Marketing

Design & Marketing

04/2007 - 12/2010

End-to-end marketing campaign creation, strategy, and media buying. Consulting with clients to understand their needs and budget, production across print and web. Client focus on the arts and institutions, such as; Sotheby's, Whitney, Julliard, New Museum, New York School of Interior Design, The School of American Ballet.



Creative Director, The Green Magazine

owned & operated by MBE Capital Partners

07/2004 - 04/2006

Bi-monthly publication of a golf and travel lifestyle magazine geared towards minorities. From conception to completion of photo shoots, to publication design, photo editing, and press production.



Graphic Designer, Ruder Finn

Creative Group

05/2003 - 06/2004

Clients: Novartis, UN



Graphic Designer, PM & Co

02/2003 - 05/2004

Clients: Coach, JP Morgan, Julliard



Graphic Designer, Fly Communications (formerly known as RowenWarren)

08/2002 - 01/2003

Clients: Jacob's Creek, Bushmills, Chivas Regal