

EXPERIENCE

Senior UX Designer II • Pizza Hut • Frisco, TX, 2018 – 2025

Hired as UX Designer I, left as Senior UX Designer II.

Lead product designer for internal and employee-facing platforms — including a unified call-center POS, franchisee self-service tools, and menu management — improving operational efficiency, reducing cognitive load and errors, accelerating onboarding and adoption across diverse user groups.

Led design strategy and interaction design for the call-center POS, mapping user roles, permissions, system logic, and task flows into clear UX patterns and workflows that simplified operational complexity and unified two legacy systems into a scalable web-based platform.

Redesigned key customer-facing e-commerce flows — including the pizza builder, localization, and design system foundations — increasing usability, accessibility, and conversion.

Partnered with PM and engineering to clarify requirements, prioritize initiatives, evaluate feasibility, and ensure accessible, high-integrity execution from concept through delivery.

Leveraged qualitative and quantitative research — including user testing, usability testing, and heuristic evaluations — for evidence-based design decisions and rapid iteration.

Created prototypes, flows, and interaction models that clarified direction, exposed edge cases, and aligned stakeholders on validated, testable solutions.

Developed scalable design-system components to promote consistency, accessibility, and long-term product cohesion.

Mentored junior designers to advocate for users and pursue continuous improvement.

Jr Art Director • WorldVentures Holdings • Frisco, TX, 2014 – 2018

Hired as Senior Designer, promoted to Jr Art Director in 2016.

Contributed to company-wide rebrand, developed brand guidelines, and partnered with Digital teams to ensure continuity across channels.

Directed creative design for marketing and foundation websites — from content strategy, IA, and wireframes to QA with development.

Fostered collaboration between Creative and Digital departments, improving cross-functional workflows and alignment.

Art Director and Co-Founder • Meva Inc • Carrollton, TX, 2007 – 2014

Co-founded and operated a small creative studio delivering websites, brand identities, and print marketing collateral for multiple business clients, including ongoing work for an anchor account.

Led design execution and creative direction while owning client communication, project operations, and contractor management — balancing hands-on design with strategic oversight.

SKILLS

Tools + tech

Design: Figma, Sketch, Adobe Creative Cloud

Prototype: Figma, InVision

Collaboration: Jira, Confluence, Miro, FigJam

Code: HTML, CSS, basic Javascript

Product + UX

User research (qual / quant)

Usability testing & heuristic evaluation

User journey & task flows

System mapping & complex workflow design

Information architecture (IA)

Wireframes & prototypes

Visual / UI design

Accessibility & inclusive design (WCAG)

Design systems & component libraries

Collaboration + leadership

Cross-functional partnership with PM + Engineering

Clear communication & storytelling

Mentoring designers

Agile and Kanban methodologies

Stakeholder alignment & facilitation

EDUCATION

Art Institute of Dallas

Dallas, Texas

AAS Web and Multimedia, 2003