

## TRANSFORMATIONAL UX &amp; PRODUCT DESIGN LEADER

25 YEARS' EXPERIENCE

Visionary **Head of User Experience (UX)** and product design leader, shaping the future of financial services through **human-centered, AI-powered innovation**. Proven record driving **multi-billion-dollar growth** for global financial brands by embedding **data-driven, user-focused design at scale**. Expert at uniting product, design, and technology to deliver measurable impact, elevate customer engagement, and build **high-performing, innovation-driven design organizations**. Skilled in cross-functional leadership and enterprise transformation, with a focus on scalable, future-ready growth.

## — KEY AREAS OF EXPERTISE

## Strategy &amp; Systems

Data-Informed UX  
Research-Driven Outcomes  
Enterprise Design Systems  
UX Strategy & Vision

## Leadership &amp; Delivery

Design Operations  
Agile/Lean UX Practices  
Cross-Functional Leadership  
Executive Stakeholder Management

## Product &amp; Experience Design

Digital Lending Experiences  
AI/ML-Powered UX  
Digital Payment Solutions  
Unified Customer Journeys

## Inclusive Practice

Human-Centered Design  
UX Research Strategy  
Design Thinking/Design Sprints  
Accessibility & Inclusive Design

## — UX LEADERSHIP EXPERIENCE

### Director of UX Strategy and Product Design - Citibank - New York, NY Aug 2022 - Present

Spearhead the strategic vision and future-ready execution of UX for new account acquisitions and embedded lending journeys across 30+ national retail partners, **shaping Citi's top-performing digital portfolio** to drive omnichannel customer engagement.

- Defined and delivered digital acquisition and lending experiences for partners including Home Depot, Costco, Best Buy, Macy's, and Wayfair — **contributing to 3.7M+ new accounts and \$8.1B in new credit sales in 2024**.
- Drive end-to-end UX architecture for Citi Pay (Credit and Installment Loan), including Payment Estimator, Credit Thaw, and Multi-Offer flows — **boosting loan acceptance rates by 10% via pay-over-time flows launched across 195+ merchants**.
- Partnered with data, user research, and product teams on prequalification tools and machine learning-driven experiences **preventing 660K+ customer complaints** and powering data-driven credit offers **generating billions annually**.
- Established design operations in-house, integrating 30+ team members and **generating \$500M+ in savings annually** while scaling 190+ UX projects across web and mobile using **Figma for collaborative design** and prototyping.

### Head of UX, Document Management - U.S. Bank - New York, NY Feb 2021 - Jul 2022

Accelerated UX strategy and service design innovation for Enterprise Document Management, leading design modernization efforts that improved efficiency, **reduced costs, and enabled scalable component reuse across the bank**.

- Led UX teams across the Document Management Platform**, building a scalable design system of reusable, accessible components used org-wide.
- Engineered scalable UI patterns and service design architecture that enabled rapid delivery of new digital products — **resulting in multimillion-dollar savings** and improved operational efficiency.
- Facilitated design sprint workshops to surface customer pain points, **optimize process flows, and support modernization** across lines of business.

### Head of Digital Experience & Design - American Express - Phoenix, AZ Oct 2018 - Jan 2021

Pioneered UX architecture for Project NeMo, a high-impact network modernization initiative, directing experience strategy for critical internal fintech systems and **influencing UX across 53 Agile teams**.

- Orchestrated UX framework and experiences for core platforms** critical to network stability and internal operations, while directly leading two cross-functional Scrum teams.
- Championed a human-centered design approach aligned with product vision and customer experience (CX) outcomes — **accelerating delivery and improving team velocity**.
- Architected the end-to-end experience strategy of the Network Disputes Manager, **a platform processing hundreds of millions in annual claims**.

## — EDUCATION

**Bachelor of Arts, Visual Communication - Salutatorian, 3.95 GPA - Collins College, Phoenix, AZ Aug 2003 - May 2007**