

I specialize in product and experience ecosystems, with 5+ years of delivering enterprise-scale UX/UI solutions across automotive, themed entertainment, and global brand environments.

## SKILLS

UX Design & Research | Experience Design | Interaction Design | IVI & Connected Experiences  
Design Systems & Governance | Prototyping | Brand Guide Development | Project Leadership  
iOS & Android Development | Cross-Functional Collaboration | Instructional Design

## TOOLS

Figma | Sketch | Illustrator | Photoshop | InDesign | Excel | Miro | Jira | Confluence

---

## EXPERIENCE

**UX Design Engineer**, Nissan Motor Corporation, *Farmington Hills, MI*  
March 2025 – Present

### UX Design

- Lead end-to-end UX design for in-vehicle and connected applications, translating research into scalable wireframes, flows, and prototypes including Personalized Sound, *SignatureFlex Lease* and the *Service* app.
- Develop and maintain modular design systems using tokens and components to support regional and global IVI applications.
- Partner with engineering, product, and suppliers to align UI decisions with user data, technical constraints, and system standards using Jira, GitHub, Miro, and Figma.

### UX Research

- Conduct competitive analysis, journey mapping, usability testing, and heuristic evaluations to inform experience improvements.

**Designer**, Nickelodeon Theme Park Marketing Toolkit, Paramount, *Remote*  
March 2024 – June 2024

### Brand Strategy & UX Design

- Consolidated and applied global design systems for Nickelodeon theme parks across marketing, digital, and in-park experiential materials.
- Designed compositions, typographic systems, and mockups ensuring brand consistency across global physical and digital touch points.

**Lead Design Mentor**, Apple Developer Academy with Michigan State University, *Detroit, MI*  
August 2021 – March 2025

### **Instructional Design**

- Co-developed and delivered UX/UI and interaction design curricula for 200+ learners annually.
- Designed inclusive learning materials on design systems, information architecture, and UI best practices including workshops, labs, presentations, and gamified learning platforms.

### **UX Design & iOS Development**

- Assisted in the design and development of an internal credentialing app, developed iconography, badges, stationary, and internal marketing materials for the academy.
- Mentored 80+ student projects in UX and Swift, ensuring alignment with Apple HIG and accessibility standards.

### **Leadership**

- Led and mentored multidisciplinary design teams while collaborating with leadership to refine instructional strategy.

**Digital Designer**, Sinclair Creative, *Detroit, MI*

March 2017 – Present

### **UX Design**

- Design brand identities, websites, marketing assets, and interactive event experiences for small to mid-sized clients.
- Produce high-fidelity prototypes, brand guides, and motion assets across digital and experiential campaigns using tools Figma, Sketch, Adobe Illustrator and After Effects.

### **Research & Strategy**

- Apply user insights to improve usability and engagement while managing timelines, contractors, and project logistics.

**UX Instructor (Contract)**, Apple Code to Career Program, *Boys & Girls Club of SE Michigan*

May 2021 – August 2021

### **Instructional Design**

- Delivered human-centered design instruction covering research, wireframing, iteration, and usability principles.

**UX/Marketing Associate**, ScaleCo Capital, *Cleveland, OH*

October 2020 – June 2021

### **UX Research**

- Conducted UX research and competitive analysis to inform branding and experience strategy across a portfolio of companies.

## **Content Design & Strategy**

- Designed KPI-driven stakeholder presentations contributing to 15% business growth within six months.

## **Brand Supervisor – Beauty, Victoria’s Secret, Akron, OH**

August 2016 – August 2019

## **Brand Experience & Visual Merchandising**

- Led in-store brand experience execution aligned with corporate visual merchandising standards.
- Partnered with corporate teams to implement and evaluate brand tests using sales and engagement data.

---

## **EDUCATION**

*M.S., User Experience Design, Kent State University*

*B.S., Fashion Merchandising, Kent State University*

## **ORGANIZATIONS & RECOGNITION**

*Senior Manager Recognition, Nissan Motor Company (2025)*

*Featured Speaker, IXD2 Detroit (2025)*

*Programming Chair, AIGA Detroit (2023-2024)*

*Member, IAAPA, (Since 2022)*

*Featured Distinguished Educator, Apple (2022)*

*Member, Delta Sigma Theta Sorority Inc. (Since 2016)*