UX | PRODUCT | STRATEGY

# DESIGN

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## SUMMARY

**Product designer** with **17 years of experience** making **complicated systems feel simple at scale** for external partners and internal teams. At Walmart, I designed **seller and brand** partner experiences; at Capital One, I redesigned **auto lending workflows** for dealers. I learn domains where work happens, from **dealership lots** to **classrooms**, alongside the people who use the software. I turn those insights into **thoughtful, usable** product experiences from **research through delivery** and build **scalable design systems** across teams and industries.

## CORE SKILLS

**Design:** Complex Workflows · End-to-End Design · Design Systems at Scale · Ecommerce · Cross-Platform UX · Information Architecture · Journey Mapping & Service Blueprints · Typography, Layout & Visual Hierarchy · Design Sprints · Onboarding & Conversion Flows · Rapid Prototyping
**Methods:** User Research & Usability Testing · Continuous Discovery · Data-Informed Design · Accessibility & ADA/WCAG · Stakeholder Alignment
**Tools & AI:** Figma & FigJam · Claude · ChatGPT · Cursor · Gemini · Microsoft Copilot · Meta AI · Chatbot Design · Training AI Agents · Vibe Coding

## EXPERIENCE

Aug 2022 – Mar 2026

### Principal User Experience Designer

- Led the Brand Portal redesign, driving **$250M** in **incremental GMV**—**5x forecast**—and a **4x increase** in **brand registrations**.
- Built a Brand Portal **KPI dashboard** for **5.7M branded products** and unified **sign-on** with Seller Center.
- Streamlined counterfeit claims in Seller Center, cutting resolution from **3 days to 2 hours** and support tickets by **67%**.
- Designed **affiliate marketing** and **seller onboarding** tools, plus product experiences for international markets.
- Designed AI experiences for Marty, Walmart's **GenAI chatbot**, to improve **seller self-service** in Seller Center and Walmart Connect.

Mar 2020 – Jul 2022

### Principal User Experience Designer → Design Manager

- Led and mentored designers, strengthening **design craft** and **strategic thinking** across the team.
- Ran **continuous discovery**, testing live designs against user feedback and business metrics.
- Redesigned Capital One's **Fast Funding** experience, improving funding speed for auto-loan dealers by **36%**.
- Integrated The Work Number into Fast Funding; research links instant verification to **42% higher funding likelihood**.
- Used dealer research to create **journey maps**, **service blueprints**, and prototypes validated against feedback and metrics.

Jan 2018 – Mar 2020

### Senior User Experience Designer

- Designed scheduling, Get Care, and Welcome Page experiences with **responsive** layouts for **12M+ members**.
- Met **ADA/WCAG** standards across deliverables and standardized patterns in the team's **design system**.

Jan 2017 – Jan 2018

### Senior User Experience Designer

- Designed ReRun, reducing **input errors by 46%** and annual **late fees by $2.5M** while improving on-time talent payments.
- Owned dNote, the **CMS** that stored Disney's music catalog and delivered it to **Spotify, Pandora**, and other streaming services.
- Contributed to HEX, the Walt Disney Studios **design system**, and helped standardize **reusable UI patterns** across digital products.

Nov 2013 – Dec 2016

### User Experience Designer

- Led **ALEKS CMS** design, powering **40,000+** learning algorithms for millions of **K–12** and higher education learners.
- Designed **dashboards** showing mastered and next-to-learn topics; ran **on-site usability tests** with students and educators.

Jun 2011 – Nov 2013

### Interaction Designer

- Created AV **configuration interfaces** and prototypes; conducted **on-site research** and earned a **networking certification**.

Jan 2014 – Present (Concurrent)

### Freelance Designer

- Designed and trained an **AI chatbot** for my portfolio to answer questions about my work, experience, and background.
- Founded **Taylo Design Studio** to create brands, websites, and **AI chatbots** that attract and **engage customers**.
- Built a **rental-booking platform** with **direct payments**, admin tools, promo codes, and email marketing.
- Designed and built two **healthcare websites** with service pages, pricing, booking, reporting, and **SEO blogs**.
- Led design of RaceCar Build, a **construction management platform** and **dashboard** for **coordinating projects** and organizing work.
- **Co-founded** Styled Wheels, a Harley-Davidson wheel company; managed its **brand**, **website**, **products**, orders, and bookkeeping.

## EDUCATION

- **M.A.** Psychology, Option in Human Factors — California State University, Northridge
- **B.A.** Psychology, Minor in Child Development — California State University, Chico