

### Profile

Creative thinker and facilitator with an empathic and equitable approach to solving problems. I balance imagination with analytical rigor to deliver compelling possibilities that address the complexities of today's problems and tomorrow's uncertainties for people, businesses, and communities. A life-long learner with a growth mindset bent on improving my craft, designing for a sustainable future, and inspiring the next generation of creative problem solvers and innovators.

### Strengths

#### Strategic Coordination

Meticulous with project planning, flexible in management, receptive to change.

#### Agile Exploration

Action-oriented facilitation, leading with creativity through the fuzzy front-end of innovation.

#### Inclusive collaboration

Advocacy of equitable spaces, diverse perspectives, creative ideation, and clear commitments.

## Product Design Strategist

2018-Pres • Washington State Employees Credit Union • [www.wsecu.org](http://www.wsecu.org)

Lead teams through problem discovery and conceptual design of products and services that can improve our members' financial experiences.

- Evolved our discovery research & product strategy processes by implementing specific design thinking methods and tools. Demonstrated how we could go from idea to strategic recommendation in less than 4 months, increasing efficiency of innovation practice by 50% and creating an opportunity to address one additional business plan item annually (3 items total).
- Introduced and facilitated design sprints. Reduced time required to determine right direction or go from compelling concept to development-ready solution to 5 days.
- Implemented a remote collaboration tool and serve as organizational subject matter expert. Tool increased remote work productivity and hybrid work flexibility and is used regularly by 62% of total backoffice staff.
- Developed a design metrics scorecard. Established quantitative baseline measures that communicate participant sentiment and business value (ROI) of design efforts.

## Design Strategist

2017-2018 • The Creative Group, a Robert Half Company • [www.tcg.com](http://www.tcg.com)

Contributed critical product design and strategy for B2B and financial services companies. Operated in a contract role that required flexibility and agility on small teams with immediate needs.

- Developed visual story that contributed to socializing strategy and gaining support for development of three new credit card products. – WSECU
- Designed intuitive interactions and conducted usability testing for cloud-based solution extensions, enhancing user experience for B2B clients running SAP. – Vistex

## UX/UI Designer

2015 - 2017 • It's Jovan • [www.itsjovan.com](http://www.itsjovan.com)

Designed e-commerce solutions for small, independent retail businesses.

- Increased sell through of end-of-season sale inventory by replacing full page banner ad with rotating sale items on homepage.
- Validated new product idea with a pre-launch microsite. Collected e-mails to set product price and estimate potential revenue.

## Front-end Developer

2015 • Quantum Solutions • [www.quantumsolve.com](http://www.quantumsolve.com)

- Rapidly produced content for marketing firm including: responsive websites, webforms, and graphics for PPC campaigns. Developed in HTML5, CSS3, Javascript, jQuery, and PHP.

### Purpose

To serve as an impactful and inspiring designer, leader, mentor, and educator for teams, organizations, and BIPOC communities.

### Skills

- Workshop facilitation
- Discovery research
- UX design
- Rapid prototyping
- Value testing
- Visual storytelling

### Tools

- Design thinking
- Design sprints
- Mural & Miro
- Sketch & Figma
- Playbook UX & Invision
- Adobe Creative Suite

### Community Service

*Intro to Design Thinking*

Workshop Instructor

Leadership Development

Rainier Scholars

2021-Pres

*"It's okay to not know everything: How you can leverage design thinking to solve your most wicked problems"*

Guest Speaker and Instructor

Career and Leadership Weekend

Rainier Scholars

Dec 2021

### Education & Certification

Human-Centered Strategy

*IDEO U, Apr 2023*

Foundations In Design Thinking

*IDEO U, Apr 2022*

BFA, Interdisciplinary Visual Arts

*University of Washington, 2008*