

EDUCATION

2006- 2007: Master of Human-Computer Interaction.

Carnegie Mellon University, Department of Computer Science, Pittsburgh, USA.

2004-2006: Master of Science in Architecture.

Mississippi State University, College of Architecture, Art and, Design, Mississippi, USA.

WORK EXPERIENCE

April 2022 – Current: Practice Head, UXReactor

UXReactor is a product strategy firm specializing in product-led growth for B2B enterprise software companies. As the Practice Head at UXReactor, I lead a team of three managers and 15+ talented product designers and researchers across three continents, including the US, India, and Colombia. In addition to managing the team, I act as a client's Chief Experience Officer, guiding, defining, and implementing effective product strategies.

May 2013 – March 2022: Director, User Experience Design SAP Ariba

As the head of SAP Ariba Platform Design, I built a team that drove culture transformation towards user-centered design, innovation, and collaboration. I redefined the product development process to expand the strategic role of UX and integrate user-centered innovation processes. Additionally, I led the UX processes and methodologies to elevate UX design and innovation, including design thinking, design reviews, contextual inquiries, and competitive analysis.

2011 - 2013: Sr. Interaction Designer Intuit, CA

Led end-to-end design for the business payment center and redesigned onboarding flow, significantly reducing call volume. Received a patent for a new way of authenticating users.

2007 - 2011: Staff User Interface Designer PayPal, CA

Created design for a new checkout experience, increasing revenue by 2BP and decreasing customer drop-off by 20%. I have redesigned the password recovery flow. This new flow redesign reduced call volume by 52% and increased conversion by 15%.

SKILLS

Management	Research	Design	Tools
Hiring	Design sprint	Storyboarding	Sketch
Mentoring	Design thinking	Wireframing	Mual
Team building	Usability research	Visual design	Figma
Strategy planning	Foundational research	Experience design	Omnigraffle
Roadmap planning	Experience benchmarking	Design Strategy	FinalCut Pro