

SUMMARY

An innovative and detail-oriented product designer with extensive experience in user experience (UX) and product design within the B2B SaaS sector. Demonstrates strong expertise in leading end-to-end UX processes, including user research, information architecture, wireframing, and prototyping. Proficient in managing design systems and collaborating cross-functionally with engineering and product teams to deliver impactful, user-centric solutions. Leverages technical skills in HTML and CSS combined with a solid understanding of design principles, to create consistent and accessible digital experiences. Proven track record of utilizing critical thinking and strategic problem-solving to enhance product usability and drive design excellence.

UX Research | Accessibility | Automation Design | Data Analysis | Information Architecture | Mobile Application Design | Product Design | Research Design | Survey Design | User Experience | User Interface Design | User Research | Web Analytics | Content Management | Marketing Automation | Search Engine Optimization (SEO)

TECHNICAL SKILLS

UX / Product Design: Adobe Creative Suite, Figma, Storybook, Zeroheight

Data Analytics: Google Analytics, Python, SPSS, SQL, Google BigQuery,

Development: HTML5, CSS3, JavaScript, Content Management Systems (CMS), XML, Webhooks

Project Management: Asana, Confluence, Jira, Microsoft Office, Miro, Notion

Communication: Microsoft Teams, Zoom, Slack, Loom, Discord

EXPERIENCE

VERTEX INC., Remote

Product Designer II, 2021-2025

- Led end-to-end UX process for B2B SaaS products, from research and ideation through prototyping and developer collaboration, providing consistency and simplicity.
- Spearheaded design and maintenance of UI components and pattern libraries to ensure standardized documentation and high-quality user experience across product and development teams.
- Created intuitive solutions and products from start to finish, going through iterative design process including conducting UX research and interviews, diagramming low and high-fidelity prototypes, presenting to users, and working with developers.
- Designed and refined UI components, patterns, and styles, to enable product teams to create high-quality, consistent experiences.
- Partnered with engineers, leveraging personal coding experience to ensure components in the design system were scalable and accessible.
- Defined product requirements and design goals in collaboration with product managers, engineers and other stakeholders.
- Conducted user research and design sprints with cross-functional teams to gather requirements and support data-inform design decisions.
- Implemented usability testing, consulting with users and strategically incorporating feedback into design iterations.
- Built intuitive user experiences, collaborating with users, project managers, technical professionals, and client-facing sales professionals to create designs and solutions that reduce redundancy while maintaining accuracy.
- Designed dashboards, data analytics tools, and workflows that allowed users to analyze and act upon large datasets.
- Automated complex processes to meet user needs, while ensuring accuracy and compliance of products according to government tax requirements.
- Mentored junior designers, using my experience and interpersonal skills to encourage growth and confidence. Regularly provided thorough feedback during design critique sessions.

TEMEDA, Naperville, Illinois

User Experience Architect, 2019-2021

- Led design as the founding designer for a startup B2B SaaS product within the manufacturing sector, establishing initial UX vision and design direction, and leading product's development from concept to launch. Also encompassed comprehensive

UX responsibilities, including user research, wireframing, prototyping, and close collaboration with engineering and product teams to deliver impactful solutions.

- Led and developed UX projects as a generalist UX designer. Acted as an information architect, website/helpsite designer and developer, email marketer, and more.
- Collaborated with cross-functional team including developers, marketers, data scientists, and business analysts, to define product requirements and design goals.
- Developed company-wide brand style guide, new company logo, and email marketing plan.
- Redesigned and redeveloped company website. Managed front-end and back-end, in conjunction with marketing plans.
- Overhauled help site, implementing new information architecture, layout, and visual style. Researched and collaborated with customer success to streamline their workflow. Resulted in a reduction of low-level tickets by 61%.
- Redesigned core business product, creating component library and establishing consistent visual layouts. Web designs were responsive for desktop, tablet, and mobile, as well as mobile app.
- Conducted user research to understand customer needs and pain points, via interviews, A/B testing, analytics tracking, user tests, and iterations.
- Created user personas, customer journey maps, and other UX documentation to inform design decisions.

SELF-EMPLOYED

Fullstack Web Developer, 2014 - present

- Designed and developed comprehensive web solutions from concept to deployment, leveraging expertise in both front-end and back-end technologies for a diverse client base.
- Crafted engaging and accessible front-end user experiences using HTML, CSS, and modern frameworks, ensuring responsiveness across all devices.
- Implemented robust back-end functionalities, managing server-side logic and database integration to support dynamic website features.
- Managed ongoing website infrastructure, content updates, and maintenance, ensuring optimal performance, security, and uptime for client sites.
- Collaborated directly with clients to define project requirements, provide strategic guidance, and deliver tailored digital solutions that met specific business needs.

EDUCATION

DOMINICAN UNIVERSITY, Oak Park, Illinois

Masters, Business Administration (M.B.A.), 2025

Masters, Management Information Systems (M.S.I.M), 2025

MIAMI UNIVERSITY, Oxford, Ohio

B.S., Engineering, 2014

B.A., Psychology, 2014

Minors: Sustainability, Interactive Media Studies, History

CERTIFICATIONS

Google Analytics Certification, Google Analytics

Google Adwords Certification, Google Ads

Google Mobile Advertising, Google

Accessibility for Designers, Deque University

AFFILIATION

Volunteer at Forest Preserve of DuPage County

LANGUAGES

Conversational in Spanish.