

As a design leader with a proven track record of driving strategy, scalability, and excellence across global Privacy, Account Membership, and Enterprise platforms, I specialize in aligning design strategies with business objectives to deliver impactful, user-centered solutions. Over my career, I have built high-performing teams, developed scalable design systems, and delivered consumer and enterprise platforms that enhanced user satisfaction and improved development efficiency.

PROFESSIONAL EXPERIENCE

2021 - 2024 | Yahoo, Playa Vista, CA

Head of Product Design, Central Technology Organization

Led design strategy across Privacy and Enterprise Engineering platforms, ensuring alignment with business goals, cost efficiency, and compliance with privacy regulations. Partnered with leadership and cross-functional stakeholders to deliver impactful, scalable solutions that drove business and user outcomes.

- Spearheaded design planning for Privacy initiatives (GDPR, CCPA), increasing consent acceptance by 10% while reducing tech debt.
- Developed and maintained a comprehensive open-source design system, enhancing cross-device consistency and improving design/development efficiency by 45%.
- Applied user research and data insights to inform iterative improvements, ensuring continuous enhancements to increase user engagement.
- Engaged with leadership and stakeholders to secure buy-in, resulting in increased support, cost savings, and improved adoption of platforms across Privacy, Enterprise, and Design Systems.

2017 - 2021 | Verizon Media, Playa Vista / Sunnyvale, CA

Director of Product Design, Membership, and Enterprise Platforms

Managed and directed the design processes for Enterprise platforms, Account Membership, and Privacy to uphold user trust and compliance. Managed multidisciplinary teams to drive engagement and streamline workflows across complex systems.

- Consolidated and standardized user experiences post-merger, improving workflow efficiency by 20% and delivering cohesive enterprise product infrastructure.
- Partnered with cross-functional leadership to prioritize initiatives, optimize resource allocation, and align design efforts with overarching business objectives.

- Mentored and coached team members, fostering a culture of growth and professional development.
- Delivered data-driven design solutions to address product complexity and enhance user satisfaction.

2010 - 2017 / Yahoo, Sunnyvale, CA

Senior Manager of User Experience Design, Membership Platforms

Led design initiatives to enhance customer engagement and create secure, trusted sign-in experiences horizontally across consumer products such as Mail, Sports, Fantasy, Finance, and News.

- Implemented a mobile-first design strategy, contributing to a 35% increase in account creation and sign-in rates.
- Fostered collaboration through quarterly cross-functional design retrospective discussions, promoting an inclusive and iterative process.

2007 - 2010 / Yahoo, Burbank, CA

Visual Interaction Designer and Art Director

Drove consistency and accessibility in B2B products by creating the Ads and Data design library. Championed user-centered design practices across teams to enhance engagement and ROI.

- Conducted user research and usability testing, leveraging insights to improve product outcomes.
- Documented and implemented design style guides, streamlining processes and boosting team efficiency.

2002 - 2007 / Centric Advertising, Studio City, CA

Senior Web Graphic Designer

- Designed and executed digital and print advertising campaigns for clients such as Canon, Princess Cruises, and LA Gear, boosting market reach and revenue.
- Provided mentorship to mid-level designers, overseeing creative processes from conceptualization to execution

2000 - 2002 / Liberty Livewire ISG, Hollywood, CA

Lead Web Designer

- Launched the first interactive broadcast in collaboration with Starz, presenting "Sixth Sense," enabling users to seamlessly engage in an interactive experience on their computer while enjoying the movie on their TV screens.

- Led a talented team of Flash designers, engineers, and writers through creative processes from inception to execution.

AREAS OF EXPERTISE

- Design Leadership: Driving product and design governance at the executive level to deliver scalable solutions meeting user needs and business objectives.
- Design Systems: Scalable, cross-platform systems and tools to streamline workflows and improve product cohesion
- Strategic Collaboration: Partnering with product and engineering leadership to align and achieve business goals.
- Team Leadership: Coaching, mentorship, professional development, and career growth initiatives.
- Data-Driven Innovation: Utilizing user research and data insights to drive product design decisions to improve user experience.

RECOGNITIONS

- Accessibility Excellence Award: For delivering Denali, an open-source design system built with accessibility as a core priority.
- Patent Holder: *Navigation Bridge* (US 9135589) connects media products and publication apps.
- Distinguished Supporter Award: Recognized for integrating user experience design into the curriculum at Cal State University, Northridge.
- Co-founded the Design Associate Program at Yahoo, a two-year program to nurture future design leaders that increased design retention and improved culture

EDUCATION

Bachelor of Arts in Graphic Design (Digital Interaction)
California State University, Northridge