

SENIOR PRODUCT DESIGNER

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INTRODUCTION

Turning **complex problems into simple, intuitive, and highly meaningful digital experiences**, I collaborate closely with product and engineering teams to deliver scalable, high-impact solutions. Whether leading design initiatives or contributing as a senior individual contributor, I focus on applying AI thoughtfully to enhance human creativity, drive innovation, and shape the future of product design.

WORK EXPERIENCE

Director/Principal Product Designer | Mastercard | 2023 - 2025

Promoted to this role in the Innovation and Security Solutions department which brings advanced technologies to the forefront of the fintech industry for Mastercard.

- Led an early-stage cryptographic fintech fraud platform, using machine learning to detect and prevent fraud across multiple financial networks and targeting \$15M in first-year revenue.
- Drove Fintech strategy by prioritizing roadmap with leadership, designing dark-mode UI that delivered adaptive, intuitive interfaces and improved workflow for 30,000+ global employees.
- Designed high-fidelity prototypes and user flows for an API-based fintech security product, driving an 85%+ customer satisfaction score through user insights and data.
- Partnered with executives to craft strategic visuals and narratives, simplifying complex financial solutions and enhancing stakeholder engagement.
- Mentored junior designers and led cross-functional workshops, fostering creativity, collaboration, and continuous learning across teams.
- Collaborated with cross-functional teams across regions to map global scam workflows, informing the design of preventative solutions that improved user safety, reduced fraud incidents by 24%, and strengthened compliance across 10+ international regions.

Manager/Lead Product Designer | Mastercard | 2018 - 2023

In this role, I worked with Smart Data, Mastercard's platform offering a full suite of tools for global enterprises to track, manage, report, and control purchases and expenses.

- Streamlined corporate card account creation, cutting onboarding from three days to under 10 minutes and improving UX and operational efficiency.
- Collaborated with cross-functional teams to design scalable interfaces for sustainability-focused financial platforms, aligning customer journeys with strategic goals.
- Led end-to-end design of high-fidelity mockups and user flows for a reporting platform, integrating research insights to improve functionality and user engagement.
- Designed strategic roadmap visualizations and executive summaries, simplifying complex project milestones and supporting a multibillion-dollar agreement with a leading industry bank.
- Mentored three cross-functional teams during Mastercard's Innovation Week, promoting collaboration and user-focused design, and served as a panelist on stage.
- Conducted user research and focus groups to optimize UI discoverability for an expense management service, driving design improvements that increased user satisfaction by 75%.

Manager of Front-End Dev/Design | **Scottrade** | 2017 - 2018

Promoted to lead post-login client experience, overseeing the complete redesign of the trading platform to simplify complex financial workflows for self-directed investors.

- Redesigned Scottrade's trading platform with intuitive interfaces, simplifying complex financial tasks and improving workflow efficiency.
- Championed scalable design systems in Adobe Experience Manager, enhancing visual design and ensuring efficient, cohesive experiences across multiple platforms.

Digital Marketing - Web Designer | **Scottrade** | 2012 - 2017

Designed and optimized marketing websites and digital assets for a leading self-directed investment platform, focusing on user engagement and brand consistency.

- Identified a significant opportunity to rebrand the trading platform with minimal coding; proposed and implemented strategic modifications for a swift, seamless alignment with new branding efforts.
- Designed user-centric marketing websites, boosting engagement and driving 20% growth in user awareness.
- Developed a 300+ page knowledge center with interactive workflows, streamlining access and empowering efficient user navigation of complex financial tools.
- Conducted design reviews and led a small team, fostering collaboration and elevating design quality.

Web, Multimedia Designer | **Concordia Publishing House** | 2006 - 2012

Concordia Publishing House is a nonprofit publishing company whose mission is to provide innovative products and services that improve the experience and exceed the expectations of their customers.

- Designed the website, created graphics, and optimized product imagery for better user experience.
- Served as a founding member and contributor to CPH's inaugural innovation team.
- Created websites for children's educational series, boosting engagement, traffic, and brand awareness.

SKILLS: User Experience Design, Interaction Design, SaaS Design, Digital Products, Mobile & Web App Design, Design Systems, Information Architecture, Human-Centered Design, Accessibility (WCAG), AI-Driven Design, Generative AI, Design for AI Agents, Machine Learning (ML), Design Strategy, Roadmap Planning, Usability Testing, User Research, Visual Design, Rapid Prototyping, High-Fidelity Prototypes, Wireframes, Stakeholder Management, Leadership, Design Leadership, Product Thinking

SOFTWARE LANGUAGES: Figma, Sketch, Adobe Creative Cloud, Adobe Experience Manager, Salesforce, Wordpress, WIX, UserTesting, Miro, Jira, FigJam, Confluence, Teams, Slack, HTML, CSS, JavaScript, GPT, Claude, Grok

EDUCATION: Bachelor of Fine Arts, Concordia University

TRAINING: SAFe Agile Methodology Certification, Product Management Training Courses via Mastercard, Leading at the Speed of Trust® Knowledge Certificate - Franklin Covey, Certified Payments and Fraud Prevention Professional (CPFPF) - MRC