

Senior Product Designer with 15+ years of enterprise experience leading mobile architecture and design system governance. Served as mobile design authority for a revenue-critical marketplace at a Fortune 250 logistics company, supporting 175,000+ carriers and tens of thousands of daily users, while co-leading cross-functional design system governance across 30+ products with 70%+ web adoption. Brings structured strategic clarity and hybrid design-to-development expertise to complex, data-heavy product environments.

Experience

Stova | Senior Product Designer

2024 - 2025

- Brought in as the sole product designer in a lean SaaS organization to modernize fragmented web and mobile product surfaces.
- Drove incremental UX improvements across a large-scale CMS platform managing complex mobile event content, enhancing workflow clarity and cross-device consistency.
- Designed and delivered a new global navigation architecture that eliminated redundant menu structures and significantly reduced interface complexity across all product surfaces.
- Initiated the foundational architecture for a scalable design system to standardize UI patterns and establish cross-platform consistency.
- Partnered with product owners and engineering to co-manage sprint priorities and align design execution against an evolving roadmap.
- Role concluded due to company-wide restructuring.

J.B. Hunt Transportation | Senior UX Designer

2018 - 2024

Mobile Product Leadership – Carrier 360

- Led mobile product design for Carrier 360, a revenue-critical logistics marketplace supporting 175,000+ carriers and tens of thousands of daily users.
- Re-architected load card structures to introduce contextual lifecycle-based information (booking, execution, payment), reducing cognitive load across high-density mobile workflows and improving decision clarity for drivers.
- Designed and delivered a fully adopted search and filtering architecture to accelerate load discovery and booking on the primary revenue-generating surface (load board).
- Rolled lifecycle improvements incrementally across the mobile experience, aligning UX modernization with executive-defined roadmaps and engineering constraints.

Enterprise Design System Governance

- Co-led CIO-sponsored enterprise design system initiative, directing 4–5 dedicated designers and partnering closely with principal engineering leadership.
- Established scalable UI standards and governance processes supporting 50+ designers across 30+ web and mobile products.
- Drove 70%+ design system adoption across web applications and conducted comprehensive mobile audit identifying <10% adoption baseline and critical implementation gaps.
- Served as primary design authority for standards enforcement, executive review discussions, and cross-product alignment.

Strategic Initiative – Navigation Partnership

- Selected as mobile design authority for a CIO-sponsored navigation product initiative in collaboration with Google (prototype phase).
- Defined core UX flows and contributed to cross-company product discussions before organizational reprioritization halted launch.

Independent Product Design Consultant

2025 - Present

AthLink (Pre-Seed, 0 → 1 Product Architecture)

- Designed foundational product architecture for an invite-only network connecting former collegiate athletes with mentors and recruiters.
- Defined multi-role permission structures (athletes, coaches, recruiters) to ensure trust, exclusivity, and scalable governance.
- Repositioned product strategy toward a curated, high-trust network model during early discovery conversations with founder.
- Established early-stage design system to support scalable iteration prior to engineering build.

Blue Force Gear (E-Commerce Design System)

- Developed scalable design system foundation for new tactical e-commerce platform.
- Created structured component library and UI standards to ensure consistency and long-term maintainability across product surfaces.
- Served as primary design authority for standards enforcement, executive review discussions, and cross-product alignment.

Experience

Movista | UX Designer & Mobile Front-End Developer 2013 - 2018

- Owned end-to-end design and front-end development of the flagship ONE by Movista mobile application supporting 600,000+ global users across retail and field service industries.
- Designed and shipped a web-based workforce management system for enterprise clients (including Walmart and Meijer) to manage mobile users, task assignments, and reporting.
- Collaborated directly with the CEO, President, and senior engineering leadership to shape the mobile product roadmap.
- Redesigned time-tracking architecture with integrated geo-fencing validation and inventory management workflows, improving task visibility, compliance accuracy, and operational efficiency for field teams.
- Acted as design-to-development bridge, aligning UX architecture with front-end implementation to accelerate iteration cycles and expand tablet compatibility across enterprise environments.

Shoptology | Digital Art Director 2012 - 2013

- Led digital creative direction for retail-focused marketing initiatives.

Appriss | Mobile UX Designer 2011 - 2012

- Designed mobile user experiences within public safety and data-driven software environments.

Interactive Digital Systems | UX Designer 2009 - 2010

- Designed web-based user interfaces for custom software solutions.

Military

USMC Reserve | Mortarman (0341) 2010 - 2013

Certifications

UX Certification | Nielsen Norman Group

- Designing Complex Apps for Specialized Domains
- Writing Compelling Digital Copy
- User Interviews
- Storytelling to Present UX Work
- Measuring UX and ROI

Skills

Product & UX Architecture

- Complex Workflow Design
- Data-Heavy Interface Architecture
- Mobile Product Strategy
- Lifecycle-Based UX Modeling
- Information Architecture
- Interaction Design
- Usability Testing & Research Synthesis
- Accessibility (WCAG Principles)

Design Systems & Governance

- Scalable Component Architecture
- Enterprise Design Standards
- Cross-Product Governance
- Design System Adoption Strategy

Collaboration & Leadership

- Executive Presentation & Review
- Cross-Functional Product Alignment
- Sprint Co-Management (Jira, ADO)
- Design-to-Development Collaboration

Tools & AI-Augmented Workflow

- Figma (Primary)
- Adobe Creative Cloud
- Miro
- AI tools for research synthesis, documentation, design iteration, and workflow optimization

Education

Full Sail University 2003 - 2006

- B.S. in Entertainment Business
- A.S. in Film Production