

Product design leader and US Army veteran with 10+ years shaping digital experiences across education technology and financial services. I build student-centered, scalable products that reimagine admissions, enrollment, and client success — combining strategy, research, and execution while mentoring and growing design teams.

CAREER HIGHLIGHTS

- Consulted on product strategy for Direct Admissions, reshaping how students and schools move through enrollment.
- Co-led the Fifth Third app redesign and championed proper use of the new design system.
- Designed a custom CRM for an F500 bank after winning the bid against Deloitte, Pega, and Salesforce.
- Built a design system for USAA call-center reps grounded in digital ergonomics and accessibility.

EXPERIENCE

STAFF PRODUCT DESIGNER

2024 – Present

NICHE · REMOTE

Driving the student experience strategy at Niche, shaping long-term product vision and leading design for new initiatives in admissions, enrollment, and student engagement.

- › Led design for the Niche Inbox MVP, testing whether messaging could re-engage students and drive follow-up actions.
- › Defined a three-year student product vision: smart matching, parent and counselor integration, centralized application dashboards, and financial aid tools.
- › Facilitated research and service blueprinting with high school counselors, admissions staff, and students.
- › Acted as design mentor and hiring partner — interviewed senior designers, PMs, and directors while strengthening design culture.

PRODUCT LEADER

2023 – 2024

AUDIOCHUCK · INDIANAPOLIS

Led design for a fast-growing podcast and media company, expanding the platform into scalable digital products while improving internal workflows.

- › Directed the Platform 2.0 release with a scalable design system across web and app.
- › Improved content management workflows, reducing risk and unlocking expansion into new content formats.
- › Established stronger Figma file organization and developer handoffs to increase delivery speed and accuracy.

STAFF PRODUCT DESIGNER

2021 – 2023

NICHE · REMOTE

Led design strategy for the client pod, building scalable, holistic experiences for clients and employees across the organization.

- › Cut time to configure new client leads by 80% by simplifying a complex tool and breaking it into clearer steps.
- › Mapped the client onboarding service blueprint to inform product and process recommendations to ELT.
- › Stood up a design ops practice — toolkit of HCD methodologies and weekly fireside chats.
- › Helped seed the Direct Admissions product vision in partnership with key stakeholders.

SENIOR PRODUCT DESIGNER

2020 – 2021

FIFTH THIRD BANK · CINCINNATI, OH

Co-led the Fifth Third mobile application redesign, acting as enabler for other product designers through process guidance, mentoring, and PO/dev collaboration.

- › Increased digital account opening adoption and average initial funding through new features and a visual overhaul.
- › Cut Loan Servicing complaints 20% by improving the in-app servicing flows.
- › Built an accessibility blue-line process for designer-developer communication around requirements.
- › Coached the consumer design team to deliver work 4–5 sprints ahead of development schedules.

UX DESIGNER

2017 – 2020

USAA FINANCIAL SERVICES · SAN ANTONIO, TX

Performed complex design work under limited supervision, producing intricate deliverables and mentoring junior designers.

- › Led interaction and visual design on a new custom CRM for an F500 bank — bid won against Deloitte, Pega, and Salesforce.
- › Built a design language system for call-center power users running the same applications 50–100 times a day.
- › Drove a 156% engagement lift on the educational storefront through redesigned content experiences.
- › Cut car-rental flow drop-offs 33% with a redesigned comparison tool.

LEAD GRAPHIC DESIGNER

2016 – 2017

MESSAGE HEIGHTS FRANCHISING · SAN ANTONIO, TX

Led 8 national marketing promotions across 150 stores. Provided UX guidance on a new online booking app.

LEAD UI DESIGNER

2015 – 2016

GOOD SPORTS OUTDOOR OUTFITTERS · SAN ANTONIO, TX

Helped lift sales 37% through e-commerce research and redesign. Cut returned orders 36% with better sizing guidance.

FREELANCE DESIGNER

2013 – Present

ECKART DESIGN · SAN ANTONIO, TX

Brand and digital work for 10+ companies including Boulevardier Group, HeartFire Media, Four Leaf Farms, and the San Antonio Current.

SKILLS & EXPERTISE



ADDITIONAL

EDUCATION

BA, Graphic & Web Design
Art Institute of San Antonio
2017 · GPA 3.7

SERVICE

United States Army
2007 – 2015

COMMUNITY

Board Member, AIGA Cincinnati (2021–2022)
UX Mentor, ADPList (2020–Present)