

With 15+ years of experience driving impactful user experiences for enterprise-scale, AI-enhanced platforms at Google and Cisco. Proven ability to lead global teams, transform complex systems, and scale design strategy across multi-billion user ecosystems. Passionate about leveraging design systems, research, and cross-functional leadership to turn ambiguity into clarity and deliver high-impact results.

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San Francisco, CA

SKILLS

UX Core

Design Strategy, Product Thinking, Team Leadership, Cross-team Collaboration, UX Research, User Modeling, Scenarios, Visual System Design, Prototyping, Design Evaluation

Tools

Figma, Adobe Photoshop, Illustrator, XD, Sketch, Logo, Icons, Design System, Brand Identity, Invision

Soft Skills

Team leadership, stakeholder management, agile methodologies, cross-functional collaboration

Code

Javascript, Angular, CSS, HTML, jQuery, AJAX, ES6, TypeScript, Animation, SVG, Firebase, Python

EDUCATION

Master’s Degree, New Media

Academy of Art University / 2005 – 2008

ACCOMPLISHMENTS

- Cisco Pinnacle Awards SD-WAN Cloud

Nov 2024
- Cisco Pinnacle Awards SD-WAN Analytics

Nov 2024
- Cisco TV Live

Nov 2023
- AI Python Machine Learning
- Employee of the Month

Nov 2011

EXPERIENCE



UX Design Lead

Cisco SD-WAN / Apr 2023 – present

- Unified UX across 3 SD-WAN products via design system → boosted consistency to 95%, cut training by 40%.
- Re-architected IA: reduced 50+ pages into 8 hubs → 55% faster task completion.
- Directed 4+ global UX teams with async workflows → launched 4 major features, 0 critical issues.
- Championed AI-enhanced diagnostics UX, supporting faster issue resolution across global networks.

/ Pyramid



Senior Interactive Designer

End Client at Google Play | Jan 2023 – Apr 2023

Successfully increased the Google Play Store's app download rate by designing user experiences and behavior, leveraging AI-driven analytics and deep learning insights from the initial 1% of experiment data.

/ Randstad Technologies



Senior UX/UI Designer

End Client at Cisco SD-WAN | Jun 2022 – Jan 2023

Revolutionized user identity troubleshooting for SD-WAN by leading the global topology project and delivering a map view that cut root cause identification time from 10+ minutes to 2 seconds.

/ Scopus IT



Senior Interactive Designer

End Client at Google Android | Jul 2021 – Jun 2022

Redesigned SOS and help-seeking flows for 2.5B+ Android users, enabling 2.3M+ daily SOS calls and improving global personal safety and Crisis Response outcomes.

Senior Interactive Designer

End Client at Google Wearable | Nov 2020 – May 2021

Led UX strategy and launch for Google Pixel Watch's first Out-of-Box Experience (OOBE) and companion app, achieving 10M+ downloads.

/ HCL America, Inc.



Senior Product Designer

End Client at Verizon | Sep 2020 – Nov 2020

Spearheaded user-centered design for Verizon's B2B security network, translating complex concepts into clear user journeys and UIs. Led junior designers and managed hiring, training, and onboarding.



Technical Lead

End Client at Google Research AIUX | Jan 2020 – Aug 2020

Drove the YouTube Experimental project for an AI video editing tool for internal sales, achieving \$1 million in revenue generation in 2021.

Product Designer / Engineer

Planview, Inc. | Dec 2018 – Dec 2019

Led UX strategy for B2B software migration, enabling 150+ client site transitions per year. Built and led offshore designer training to ensure consistency and fast team integration.

Product Designer / Engineer

Mindjet | Mar 2014 – Dec 2018

Delivered enterprise SaaS, iOS, and Android experiences by translating user needs into scalable, database-driven solutions.

UI/UX Designer / Engineer

Spigit | Jul 2010 – Mar 2014

Managed offshore UI team and workflows; delivered prototypes, wireframes, branding, and custom solutions aligned with client needs.

UI Designer / Developer

Coffer, Inc. | Feb 2009 – Jun 2010

Designed and implemented interactive web solutions, including event templates, client pages, and Flash elements; provided ongoing site maintenance and support.

Graphic Designer Internship

DK Design Studio, Inc. | Mar 2008 – Jan 2009

Designed and published corporate and client web pages; developed interactive and flash web pages.