

*Passionate designer creating visually compelling, evocative, and innovative user-centric experiences.*

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## Core

**Specializing in mobile and web applications with strengths in user-centric experience design and visual/technical skills.**

**Key contributor to multiple large scale products with millions of users, leading products from conception through live ops.**

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## Competencies

UX/UI Design - Mobile & Web  
Wireframing

User flows

Information Architecture

Prototyping

User Testing

Photoshop

Illustrator

After Effects

Unity

Flash

Pixate

xHTML

CSS

jQuery

JavaScript

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## Professional Experience

### Lead UX/UI Designer

Wonder Workshop - 2016 - Present

### Lead UX/UI Designer

Disney Interactive - 2014 - 2016

Manage a small team of two senior UX/UI designers. Lead large products that require road-mapping, precise scoping, and prioritization in order to deliver under tight deadlines. Create innovative, immersive, and holistic experiences for target audience. Review feature documentation and translate them into user flows, wireframes, and prototypes. Create high-quality visuals that are aligned with Disney branding and deliver them integration-ready to engineers. Improved the production pipeline by identifying the needs of the UI team as well as that of the other disciplines.

#### Selected Accomplishments:

- Continuously identified strategies to evolve and advance visual style and usability. Consistently improved output and quality by reviewing team workflow.
- Strengthened the UI team by providing ownership and responsibility, improving UI pipeline with engineers, and consolidating knowledge through documentation.
- Championed a mobile-first approach for a cross-platform and cross-device support to seamlessly translate games to mobile.

### User Interface and Experience Designer

Disney Interactive - 2010 - 2014

Oversaw online social game properties Pirates of the Caribbean (FB & Mobile), Armies of Magic, City of Wonder, and intermittently Disney Animal Kingdom. Translated game design specifications into compelling and intuitive user experiences and interfaces. Partnered with producers, game designers, engineers, and artists through all stages of production.

#### Selected Accomplishments:

- Successfully adapted new product to cater to an untapped target audience while leveraging existing company and industry usability and UX standards.
- Significantly improved the product's monetization flows by identifying data provided by the monetization team.

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## Education

### Interactive Digital Media degree

Gobelins, l'école de l'image  
2008

### Bachelor's degree in Visual Communication/Marketing

ESDI  
2007

### Interaction Designer

Freelance 2009 - 2010

### Flash Animator/ Digital Designer

PublicisNet 2007 - 2008