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Professional Summary

Fulbright Finalist and UX/UI Designer with 3+ years shaping product experiences in fast-moving, regulated industries like healthcare, fintech, and gaming. Known for balancing hands-on design ownership with a collaborative, positive approach. Recent Masters Graduate from IE Business School with expertise in AI, business strategy, and CX transformation.

Education

IE Business School — Master’s in Customer Experience & Innovation (2025–2026), Madrid, Spain
Pitzer College — B.A. Human Centered Design & Data Science, Summa Cum Laude (2021–2025), Claremont, California

Work Experience

Product Designer

SimplyTC - startup

August 2026 - Present

- Created conversion-driven web and mobile interfaces for a real estate transaction platform, improving usability and SEO.
- Revamped the brand kit and implemented it across the existing product ecosystem, ensuring visual consistency.
- Conducted accessibility audits for 10 web pages and fixed 16 WCAG violations, raising the Lighthouse score from 71 to 96.

UX Researcher

Claremont Graduate University Gaming and Interactive Technology Lab

Sept 2024 - June 2026

- Headed a year-long research initiative exploring engagement in gaming communities, recruiting and interviewing 25+ users.
- Synthesized qualitative insights into personas, frameworks, and opportunity areas to guide product direction.
- Increased engagement by 50% through clear improvements in flows and interaction design.
- Delivered a final experience with over 90% user satisfaction, improving clarity and discoverability.

Product Design Intern

West Monroe Partners - consultancy

May 2024 - Aug 2024

- Owned the design of a high-priority communications feature within a financial transaction platform.
- Identified workflow inefficiencies and service gaps, informing improvements that reduced loan processing time.
- Partnered cross-functionally to translate designs into 30+ actionable tasks, improving alignment and delivery speed.
- Developed reusable design systems, cutting hand-off time and ensuring consistency across touchpoints.

UX/UI Designer

AltGrowth LLC - start-up

Aug 2023 - May 2024

- Led end-to-end design across five early-stage products, considering both user experience and operational constraints.
- Created intuitive, conversion-driven web and mobile interfaces, improving usability and user retention.
- Used analytics and A/B testing to inform improvements, driving +200 new customer accounts.
- Collaborated with engineering and product teams to balance design intent with technical feasibility.

Skills & Tools

User Experience (UX) Design	Systems Thinking	Journey Mapping	Figma
User Interface (UI) Design	Artificial Intelligence (AI)	Usability Testing	HTML & Python
Human Centered Design	Prototyping	Cognitive Psychology	Agile Methodology
User Research	Interaction Design	Data Analysis	Business Innovation
Mockups & Wireframing	Web Accessibility	Workshop Facilitation	Stakeholder Management

Languages

English (Native); Spanish (B2); Navajo (B1)

Leadership & Awards

President, Claremont Foxes D1 Rugby 2023–2025 — Raised \$129K, recruited 80+ players, and led a highly competitive sports team, demonstrating leadership, effective interpersonal communication, and project management abilities.
Fulbright Finalist 2025
Personal Interests: rollerskating, music, nature illustration, stand-up comedy, learning to cook