

Product design leader turning real-world complexity into clarity.

EDUCATION

Bachelor of Fine Arts

Design Communications
& Web Development
Belmont University

SKILLS

Leadership & Strategy

Product Strategy • Design
Thinking • UX Strategy
Mentorship • Stakeholder
Alignment

Design

Interaction & Visual Design
Information Architecture • User-
Centered Design • Prototyping
User Research • Systems
Thinking

Tools

Figma • FigJam • Figma Make
Cursor • v0 • ChatGPT • Claude
Lovable • Miro • Jira • Notion
Adobe Creative Suite

EXPERIENCE

Asurion // July 2019–present

Nashville, TN (Remote)

Senior Manager, Product Design // Sept 2022–present

- Lead product design for the uBreakiFix store POS platform, supporting 3.3M+ annual customer visits across franchise and corporate models.
- Drive modernization and re-platforming of the store POS system, enabling scalable support for 700+ stores and end-to-end repair and inventory workflows.
- Influence roadmap prioritization by connecting UX improvements to measurable business outcomes, including efficiency and revenue per job.
- Manage and mentor 4 product designers (team size ranged from 2-5), conducting structured performance reviews, 360 feedback cycles, and career development planning.
- Introduced improved design critique practices that strengthened design quality and fostered an open, collaborative feedback culture within the team.

Principal Product Designer // Mar 2022–Sept 2022

- Defined future-state strategic vision and secured leadership buy-in for a platform-wide redesign of the Asurion Field mobile app after years of accumulated tech debt and user complaints about fragmented workflows.
- Led the end-to-end redesign of the Field platform's core technician workflow, reducing steps from 40 to 18 and generating ~\$1.1M in annual cost savings.

Senior Product Designer // Mar 2021–Mar 2022

- Led design for the launch of major appliance repair services, unlocking a new business vertical and expanding in-home service offerings.
- Drove operational efficiency improvements across the technician experience, streamlining workflows across job execution and service delivery.

Product Designer // Jul 2019–Mar 2021

- Designed experiences that increased sales attach rates by 80% on in-home expert experiences, significantly driving Asurion business performance.

redpepper

Nashville, TN

UX/UI Designer // Dec 2018–Jul 2019

- Designed major portions of the Deloitte Insights platform, a large-scale research and knowledge platform used to publish thought leadership.
- Designed internal platforms for organizations such as Tennessee Valley Authority to visualize and manage power grid performance.

Designer // Sept 2015–Dec 2018

- Contributed to national and global ad campaigns for Slack, including brand awareness work leading up to their IPO.
- Led the intern program, managing recruitment, interviews, and onboarding for 10-15 interns and providing mentorship for 2-3 design interns each semester.