

Summary

High-impact individual contributor and design leader.

15 years designing complex products in logistics, ecommerce, healthcare communications and real estate software. I make complex problem spaces understandable to customers, teammates and leaders, and build the foundations (information architecture, design system patterns, decision practices) other teams ship on. I use AI throughout my process, from discovery to code.

Selected impact

30% to 17% Relay loads needing driver support, after a mobile redesign that let five teams ship independently.	-12.73% Driver support intervention with automated smart support, plus a 27% lift in support CSAT.	-0.25 pts Chat initiation from Zenni Order Details in a 50/50 A/B test, with conversion and AOV steady.	+10% Orders created in Amazon Post A Truck within 6 weeks of launch, and 7% more loads booked.
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Experience

Zenni Optical · Senior Product Designer2024 – 2026 · Remote

Online eyewear retailer · ecommerce, account and post-purchase

Enhanced Order Tracking

- Led design for the Customer Satisfaction squad's effort to reduce "Where is my order?" contacts, **12.3% of support volume (~17K a month)**.
- Launched a milestone tracker, shipment-based order layout and status card with details drawer. In a 50/50 US and Canada A/B test against the legacy experience, **chat initiation fell 0.25 pts on Order Details and 0.10 pts on the Order List** and help-page exits dipped, with no loss in conversion, AOV or add-to-cart, before the full rollout.
- Aligned product, engineering, content, analytics and customer service through a design jam and shared UX tenets; authored the messaging framework for every shipping route and item type.

My Account Redesign

- Led discovery and UX runway ahead of roadmap commitment, **defining the vision and scope that shaped the 2025 roadmap**. Sole designer from strategy through launch.
- Restructured a fragmented, page-by-page account into one task-based information architecture that Order Tracking was built on.
- First product-scale adopter of the new design system: pressure-tested it and **contributed core components and patterns back**.

Design practice and leadership

- Introduced shared Slack canvases for making and recording product decisions, then **turned them into templates the UX team adopted**.
- Led the mobile app homepage redesign from baseline usability study through design; set up UX planning and mentored designers.

Amazon · UX Designer II, design lead for Amazon Relay2021 – 2023 · Minneapolis

Middle-mile freight · driver and carrier tools

- Relay Mobile**: rebuilt the app's information architecture as a modular framework that let five product teams ship independently, enabling four major capabilities in 2022 and **cutting loads needing support from 30% to 17%**.
- Relay Load Board**: redesigned search for a marketplace of 100K+ weekly loads, separating search from 22 filters and adding multi-search to reduce searches per load booked.
- Smart support**: designed automated issue resolution for drivers, **reducing support intervention 12.73% and raising support CSAT 27%**.
- Post A Truck**: redesigned load posting, **increasing orders created 10% in 6 weeks** and loads booked 7%.

Spok · UX Manager (2019 – 2021), Senior UX Designer (2017 – 2019)2017 – 2021 · Minneapolis

Cloud-based hospital communication platform

- Promoted to manage a team of 4 designers**, owning design prioritization, and set UX strategy with product and engineering leadership for SaaS scheduling, reporting, messaging and workflow tools.
- Led UX strategy for the SpokGo MVP, an iOS and Android app for clinicians, through field research, workshops and co-creation.

Lone Wolf Technologies · UI/UX Designer2012 – 2017 · Minneapolis

- Redesigned a real estate transaction platform for brokers and agents, and led an agent portal's move to mobile-first web.

Skills and education

Expertise	Product strategy, discovery and roadmap shaping, information architecture, design systems, interaction design, content and messaging design, responsive and mobile design
AI	Research synthesis, concept exploration, content drafting, coded prototypes with AI agents (Claude Code)
Methods	UX research, usability testing, A/B testing, journey mapping, workshop facilitation, prototyping, mentoring
Tools	Figma, FigJam, Sketch, Jira, Confluence, Asana, Aha!, Slack, HTML, CSS
Education	B.F.A. Graphic Design, University of Wisconsin–Eau Claire, 2011