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PROFESSIONAL SUMMARY

UX Designer and Product Thinker with dual degrees in Cognitive Science and Computer Science from UC Berkeley. Over 8 years of consulting experience leading human-centered design across government, healthcare, finance, retail, and nonprofit sectors. Skilled at guiding products from discovery to delivery — conducting user research, facilitating workshops, and delivering high-fidelity prototypes that drive measurable outcomes.

PROFESSIONAL EXPERIENCE

Pariveda Solutions

Jan 2018 – Present

Consultant → **Senior Manager**

Pariveda is a technology consulting firm specializing in strategy, design, and engineering across complex industries. Projects span full product lifecycles — from discovery and design through build and delivery.

- Promoted 5 times across 6 levels, from Consultant to Senior Manager, reflecting sustained high performance and expanding scope of responsibility.
- Leader in Pariveda's Design Practice; organized and facilitated company-wide events to share design project work, spread best practices, and build design culture across the firm.
- Contributed to sales efforts by participating in client calls and helping shape proposals for design and product engagements.

State Education System - Fraud Detection Platform

UX Design Lead → *Tech Lead & Product Manager*

- Led design phase: conducted end-user interviews, created hi-fi mockups and an interactive prototype, defined and prioritized the feature set, and built the product roadmap.
- Transitioned to Tech Lead for the development phase, owning all project management, including release coordination, User Acceptance Testing, and an open pilot.
- Set up the full application infrastructure from scratch: Next.js, React/TypeScript, Docker, and Jenkins CI/CD pipeline on a greenfield repo.
- Contributed hands-on front-end development throughout the build, bridging design intent and engineering execution.

Major Healthcare Client - Group Health Event Platform

Project Manager & Design SME

- Led kickoff and discovery for a government healthcare initiative, creating project plans, milestones, and staffing models for a 4-person design and SME team.
- Acted as primary liaison between the client and Pariveda; facilitated high-impact cross-org meetings.

State Government Agency - Police Accountability Platform

UX Design Lead

- Led end-to-end UX design for a public-facing platform enabling citizens and government personnel to view and analyze use of force incident data.
- Conducted Product Discovery Workshop including persona development, How Might We exercises, and ideation; led prioritization sessions to scope deliverables within a ~3 month timeline.
- Delivered high-fidelity Figma mockups compatible with WordPress, custom iconography, and logo updates for the agency.
- Built a clickable prototype demoed to the Attorney General's Office; won the follow-on design engagement for the agency ingestion application.

Nonprofit Technology Client - Neurodiverse Employment Portal

UX Design Lead & Project Manager

- Conducted user interviews with autistic individuals, caregivers, and employers to deeply inform product design and prioritization.
- Facilitated Product Discovery Workshop covering mission, personas, How Might We exercises, customer journeys, and service blueprints.

- Delivered MVP UX across 8+ end-to-end workflows and a fully clickable prototype used for investor and funder pitches.

Major Agricultural Technology Client - Gen AI Chat Agent & Computer Vision Platform

UX Designer

- Designed GenAI chat agent UI for an agricultural operations center pilot; iterated designs with client stakeholders through multiple review cycles.
- Designed front-end UI for a Computer Vision Machine Learning tool used in client factories for defect detection.
- Strengthened client relationships through design advocacy; work led to a 3-person expansion of the engagement.

Major Financial Institution - Professional Loan Program

UX Lead

- Directed design sprints, journey mapping workshops, and user story sessions for a firm-side professional loan management portal.
- Created personas, sitemaps, user flows, and high-fidelity Figma mockups; conducted user interviews to validate design decisions across 3 user groups.

Major Retail Client - Platform & Vendor Managed Inventory

UX Lead & Software Engineer

- Led UX workshops and design cycles for a highly visual retail planning tool; managed scope based on user-centered design outputs.
- Designed wireframes and mockups implemented by the engineering team; coached a client engineer who became a key contributor.
- Hosted a Lunch & Learn on using UCD to build products accepted by users and stakeholders.

SKILLS & TOOLS

Design: Figma, FigJam, Miro, Balsamiq, InVision, Sketch • UX Research, Personas, Journey Mapping, Service Blueprints, Usability Testing, Product Discovery Workshops, Design Systems, Prototyping, Iconography

Engineering: React, TypeScript, JavaScript, Next.js • Familiar with full development lifecycle

Domains: Government & Public Sector, EdTech, Healthcare, FinTech, AgTech, Retail, Utilities, Nonprofit

EDUCATION

University of California, Berkeley

Berkeley, CA • Class of 2016

B.A. Cognitive Science • B.A. Computer Science