WWW.THEMAI.LI / HELLO@THEMAI.LI / (602) 410-6709

PROFICIENCIES

Processes
Shape Up
Information architecture
Journey & flow mapping
Personas
UX research
Wireframing
Prototyping
Design systems
UX writing

Build & Collaborate
Figma
Sketch
Miro
Invision
Adobe Creative Suite
Atlassian Tools
Github
HTML
SCSS

EDUCATION

**Arizona State University
College of Design**
Bachelor of Science in Design (Cum Laude)
Visual Communication Design

REFERENCES

Available Upon Request

PROFESSIONAL EXPERIENCE

Knack
Product Lead
2020 - PRESENT
Leading and managing cohorts in product management and product education.

Senior Product Designer
2018 - PRESENT
Collaborating with cross-disciplinary teams to understand customer needs, define product short- and long-term vision, and conceptualize and deliver new features. As the first design hire, establishing design process and standards; shaping a unified user experience across the product; and building a design component library from the ground up. Released a major redesign and refactor of the product and app experience.

Limelight Networks
User Experience Designer
2015 - 2017
Extensively overhauling the customer self-service and analytics portal IA and interface, and incorporating new digital product offerings. Collaborating with product management and development teams to scope projects and plan sprints; interviewing stakeholders and users during discovery; producing personas, user flows, wireframes, and clickable prototypes; designing high-fidelity product comps and pattern libraries; re-writing HTML and CSS for an intermediary product UI uplift; leading UX QA for a major product release to ensure visual and functional consistency across products and platforms.

MM Brand Agency
Senior Digital Design Strategist
2014 - 2015

meltmedia
UI/UX Designer and Interim Design Lead
2012 - 2014

Office of Knowledge Enterprise Development at Arizona State University
Interaction Designer
2008 - 2012