

SUMMARY

Creative and detail-oriented UX Designer with a strong foundation in user-centered design, interaction design, and usability testing. Skilled in transforming complex problems into intuitive, accessible, and engaging digital experiences. Proficient in tools like Figma and usability research methods to craft data-driven solutions. Proven ability to collaborate cross-functionally with developers, product managers, and stakeholders to deliver user-first interfaces that balance business goals with user needs. Passionate about creating impactful experiences that inspire and delight users.

EDUCATION

2022-2024 **Master's in Human Computer Interaction and User Experience**
Drexel University – Philadelphia, PA

2017-2020 **Bachelor's in Computer Science and Information Systems**
Albright College – Reading, PA

CERTIFICATION

04-2025 - Present Google UX Design Certification

01-2016 Software Quality Assurance Analyst

10-2015 Agile Scrum Master

SKILLS

- UI/UX design
- User research & Interviews
- Usability testing
- HTML, CSS, JavaScript
- Figma, Sketch, Adobe XD
- End-to-End Design
- Wireframing & Prototyping
- CRM Dynamics & Salesforce
- Cross-Functional Collaboration
- Stakeholder Communication
- Agile Methodologies
- Tableau, Qualtrics
- Azure DevOps, Jira

EXPERIENCE

08.2022 – 10.2024 | **Sr. UX Business Analyst**
Medical Guardian, LLC., Philadelphia, PA

- Led large-scale business transformation projects, including the **integration of Microsoft Dynamics CRM and Salesforce**, to streamline operations across departments such as sales, intake, installation (field service), and customer service, within an **Agile environment**.
- **Collaborated cross-functionally** with developers, business analysts, and product owners in **Agile sprints** to align UX designs with **technical constraints and evolving business goals**.

- Utilized **Figma** to design and prototype user interfaces for **Microsoft Dynamics 365 CRM**, including **entity forms, dashboards, views, and custom workflows**, ensuring consistency with user needs and business requirements.
- Created **low- to high-fidelity wireframes, interactive prototypes, and user flows** using Figma to support CRM enhancements, including an AI project, and regularly iterated based on Agile sprint reviews and stakeholder feedback.
- Designed and tested **custom interface components** aligned with specific business use cases, enhancing usability and data-entry efficiency.
- Applied a deep understanding of **business process flows** to inform UX design decisions and align customizations with user needs.
- Focused on **improving user interactions** with CRM entities by simplifying layouts, customizing views, and optimizing forms for efficient data input and accessibility.
- Conducted **user research and interviews** to uncover pain points in Dynamics CRM workflows, integrating findings into design iterations during Agile cycles.
- Designed **interactive Figma prototypes** to visualize and test CRM workflows, reducing user friction and improving task efficiency.
- Provided clear **UI specifications and documentation** to guide development teams in implementing scalable and user-friendly solutions within Agile development frameworks.
- Applied **WCAG accessibility standards** and **responsive design** best practices to ensure inclusive, cross-platform experiences.
- Presented **design concepts** to stakeholders during Agile sprint reviews and retrospectives, gathering feedback to inform continuous UX improvements.
- Collaborated with UX and dev teams to design **user-centered Salesforce interfaces**, resulting in a **45% reduction in task completion time**, all while working in an **Agile cross-functional team environment**.

04.2021 – 08.2022 | **UX Business Analyst (Operations)**
DaVita, Inc., Malvern, PA

- Played a key role in the **nationwide migration of over 3,000 clinics** to a general release, ensuring optimized UI configurations and consistent end-user experience across platforms.
- Conducted **usability evaluations and gap analysis** of billing and clinical software, identifying friction points and recommending UX improvements to enhance task efficiency and overall user satisfaction.
- Collaborated with internal teams, including developers and designers, to **translate user needs and pain points into actionable design and functional requirements**.
- Worked closely with stakeholders to map current workflows, contributing to the **redesign of interface layouts and interaction patterns** to align with business goals and usability standards.
- Acted as a subject matter expert (SME) for the CWOW platform, contributing to **UX strategy** for maintaining performance and usability across assigned functions.
- Conducted gap analyses between existing workflows and desired states, identifying **opportunities to streamline navigation, reduce cognitive load**, and improve data input efficiency.

- Developed and managed project plans, ensuring timely delivery of UI enhancements and improved usability features.
- Used data visualization techniques to explain **complex user interaction patterns** and support iterative design decisions.
- Developed customized, **user-focused reports** to improve decision-making and align insights with user goals.

11.2019 – 02.2020 | **Billing Analyst**

CLX Logistics, LLC., Blue Bell, PA

- **Streamlined user workflows through internal systems improvements, enhancing interface usability for billing data.**
- Provided exceptional support to platinum account clients, addressing requests for invoice copies, ledger details, and clarification of accounts receivable amounts owed.

01.2018 – 03.2019 | **Senior Billing Analyst**

Kenan Advantage Group, Lansdale, PA

- Managed routine accounts payable and expense reimbursements, validating data for 15 locations with a keen eye for accuracy.
- **Collaborated with internal teams to redesign billing applications for enhanced UX performance.**
- Assisted executives in successfully opening two new locations, including managing process documentation and training materials for employees.
- Communicated effectively with management and clients to resolve billing problems, demonstrating strong problem-solving skills.

09.2017 – 01.2018 | **Data Entry Specialist**

Kenan Advantage Group, Lansdale, PA

- Ensured precision by consistently inputting, updating, and verifying information in databases while maintaining data integrity and upholding accuracy throughout all data entry tasks.

08.2013 – 07.2015 | **Bank Teller**

Wells Fargo Bank, Lansdale, PA

- Efficiently processed daily financial transactions, provided exceptional customer service, and ensured compliance with bank policies and regulations.

04.2010 – 03.2012 | **Schedule Coordinator**

Dentex Dental Group, LLC., Philadelphia, PA

- Managed patients scheduling, handled billing and insurance inquiries, and provided excellent customer service to ensure smooth clinic operations.