



Product design leader with 15+ years driving strategy and execution across large-scale consumer and enterprise platforms. Proven track record delivering measurable business impact through system-level design, experimentation, and cross-functional leadership. Expert in translating complex operational, pricing, and content systems into intuitive experiences that scale across millions of users.

LEADERSHIP HIGHLIGHTS

- 125 bps increase in conversion through adaptive PDP and experience optimization
- 100% adoption rate for enterprise merchandising platform features
- 6 design systems created to support millions of users and billions in annual revenue
- \$90 AOV increase through multi-item buying and project-supported UX
- Established scalable workshop frameworks adopted across multiple teams and domains
- Led cross-functional alignment across Product, Engineering, and Operations on high-impact initiatives

EXPERIENCE

Product Design Consultant / Freelance Jul 2026 – Present

- Partner with businesses to redesign websites and apps, aligning customer needs with business goals.
- Establish cohesive design languages and scalable design systems across digital products.
- Conduct heuristic UX audits to identify customer friction, usability issues, and conversion barriers.
- Translate findings into prioritized UX roadmap based on customer impact, business value, and implementation effort.
- Create strategic roadmaps, user flows, wireframes, prototypes, and high-fidelity designs to guide implementation.

Lead Product Designer – Enterprise & Platform Solutions / Lowe’s Merchandising Jun 2025 – May 2026

- Defined UX strategy for enterprise merchandising platforms supporting multi-million SKU ecosystems and nationwide store operations
- Led platform evolution from execution tooling to strategic planning system, driving 100% increase in adoption across business stakeholders
- Influenced product direction across Product, Engineering, and Operations leadership, aligning roadmaps impacting product discovery, availability, and fulfillment at national scale
- Drove system-level design initiatives that improved decision-making efficiency and reduced operational friction across teams
- Established scalable UX frameworks adopted across multiple product teams, increasing consistency and accelerating delivery

Lead Product Designer – Commerce, PDP & Omnichannel Fulfillment / Lowe’s Digital Sep 2021 – Jun 2025

- Led UX strategy for core revenue-driving experiences impacting millions of monthly users and billions in annual revenue
- Redesigned product detail architecture into adaptive frameworks, driving +12% increase in conversion and measurable gains in engagement
- Simplified complex pricing, inventory, and fulfillment logic, improving checkout completion and reducing drop-off across key flows
- Defined and scaled experimentation strategy, enabling teams to prioritize and validate high-impact initiatives through A/B testing
- Influenced adoption of design systems and interaction patterns across commerce teams, improving consistency and speed of execution

Sr Product Designer – PDP & Multi-Item Buying / Lowe’s Digital Dec 2019 – Sep 2021

- Designed systems for product comparison and multi-item purchasing, increasing average order value (AOV) and improving decision efficiency
- Established reusable UX patterns adopted across teams, reducing design and development redundancy
- Contributed to platform-wide improvements in engagement and conversion through research-driven design decisions
- Partnered with Product and Engineering to deliver scalable solutions across web and mobile platforms

Sr Product Designer / Bodybuilding.com Aug 2017 – Dec 2019

- Led UX for global eCommerce platform serving millions of users, improving discovery, education, and conversion experiences
- Redesigned taxonomy, navigation, and filtering, reducing time-to-product and improving findability
- Drove data-informed experimentation initiatives that improved conversion and retention metrics

Information Architect / Bodybuilding.com Jun 2015 – Aug 2017

- Built scalable taxonomy and information architecture supporting large-scale content and commerce ecosystems
- Improved SEO performance and content discoverability through structural redesign
- Validated solutions through research, increasing task success rates and user comprehension

ADDITIONAL EXPERIENCE

- Usability Consultant / V2 Is A Lle Consulting / Jan 2016 – Dec 2019
- Director of Digital Experience / IA Conference / May 2016 – Mar 2018
- eCommerce Manager / Bodybuilding.com / Jan 2006 – Jun 2015

LEADERSHIP & IMPACT HIGHLIGHTS

- +12% conversion increase through adaptive PDP and experience optimization
- 100% adoption growth for enterprise merchandising platform features
- Designed systems supporting millions of users and billions in annual revenue
- Improved AOV and checkout completion through multi-item and decision-support UX
- Established scalable design frameworks adopted across multiple teams and domains
- Led cross-functional alignment across Product, Engineering, and Operations on high-impact initiatives

EDUCATION

B.A. Graphic Design & Marketing / Boise Sate University