
Senior User Experience and Product Design Leader

Award-winning Senior UX and Customer Experience Leader with 12+ years driving digital transformation and customer-centered innovation across federal, Fortune 500, and civic sectors. Proven expertise leading cross-functional teams, implementing enterprise-wide design systems, and delivering measurable results including \$5.5M cost savings, 30% engagement increases, and 59% user growth. Expert in human-centered design, accessibility (WCAG), Design Operations, service design, and Agile methodologies.

Recent Work Experience

Director of the Office of Customer Experience; Senior Advisor for Customer Experience, Strategy, and Delivery

Federal Emergency Management Agency (FEMA), Washington, DC

January 2025 – Present, 40 hours/week

- Lead cross-agency customer experience initiatives serving millions of disaster-affected Americans, enhancing disaster response and recovery service delivery through strategic CX implementation and operational improvements.
- Develop enterprise CX strategies integrating customer insights into federal emergency management policy updates, ensuring alignment with agency priorities and improving accessibility, efficiency, and transparency for diverse stakeholder groups.
- Oversee delivery of key programs, managing cross-functional teams of 6 staff and coordinating with regional offices nationwide to standardize customer experience practices across disaster operations.
- Advise senior executive leadership on CX best practices and digital transformation, presenting to Senior Executive Service (SES) leaders and providing strategic recommendations that shape agency-wide customer service standards.

Senior Service Designer (Contract)

Magnum Opus d/b/a MO for U.S. Department of State (Remote)

June 2024 – January 2025, 40 hours/week

- Led cross-functional teams of 15+ members improving customer experiences for 30 million+ U.S. citizens and foreign nationals accessing Department of State consular services, including passport and visa processing.
- Established Customer Experience-focused workstream within Program Management Office (PMO), implementing discovery-driven product approach involving direct customer engagement resulting in 25% improvement in stakeholder satisfaction scores.
- Operationalized comprehensive service design deliverables including experience principles, stakeholder maps, ecosystem maps, process flows, storyboards, customer profiles, journey maps, and service blueprints utilized across 5 regional offices.
- Analyzed regional and national pilot programs serving 500K+ users, measuring effectiveness and impact of service designs through quantitative metrics and qualitative research to inform data-driven design decisions.

Lead Product Designer, Experience Center; Design Administrator

Humana, Inc., Louisville, KY (Remote)

December 2022 – June 2024, 40 hours/week

- Reduced operational costs by \$5.5M within 6 months through enterprise service design initiative addressing primary care delivery, introducing co-creation and design thinking practices across 8 business units serving 17M members.
- Conducted 7 comprehensive studies informing data governance strategy and information marketplace team, deploying 16+ feature updates including AI-driven tools within 6 months, improving user engagement by 40% and satisfaction scores by 35%.
- Streamlined localization efforts using AI-driven translation tools, achieving 25% reduction in translation errors and 30% increase in WCAG 2.1 AA accessibility compliance within 8 months across 12 digital products.
- Coordinated Design Operations (DesignOps) for 45-person organization, leading Figma adoption at 27% month-over-month growth rate with 70% adoption among non-designer stakeholders, standardizing workflows and improving collaboration efficiency by 40%.

UX Lead/Team Manager, Consumer Digital Banking

Santander Bank, N.A., Boston, MA (Remote)

January 2021 – December 2022, 40 hours/week

- Accelerated customer engagement by 30% through successful launch of 40+ digital banking features serving 2M+ active customers, enhancing mobile application usability and accessibility within one year while managing \$2.5M design budget.
- Managed team of 6 UX designers and researchers, implementing streamlined design review system that reduced design iteration cycles by 30% and decreased design-related bottlenecks by 20%, improving overall project delivery efficiency.
- Revamped digital banking platforms in 12 months, achieving 59% growth in active users (1.2M to 1.9M users), 72% reduction in customer complaints (from 450 to 126 monthly), and improved WCAG 2.1 AA accessibility compliance from 60% to 95%.
- Collaborated with Product Management, Engineering, and Compliance teams using Agile/Scrum methodologies, delivering features in 2-week sprints and presenting results to C-suite executives quarterly.

Senior UX Researcher (Contract)

Vertex Pharmaceuticals, Boston, MA (Remote)

June 2020 – June 2021, 40 hours/week

- Guided extensive research initiatives documenting and redefining drug discovery and research processes, contributing to 50% reduction in research workflow inefficiencies and supporting strategic innovation across 3 departments.
- Won competitive innovation contest leading cross-functional team of 5 implementing pilot laboratory employing cutting-edge technologies, resulting in \$1.2M investment in new research infrastructure.
- Streamlined 13+ disconnected systems into one integrated solution within 6 months, achieving 50% decrease in operational costs (\$800K annual savings) and 75% increase in researcher efficiency.

Senior UX Researcher (Contract)

mad*pow for Bank of America, Boston, MA (Remote)

June 2019 – June 2022, 40 hours/week

- Drove cross-functional projects launching new small business banking products serving 250K+ customers, conducting heuristic analysis and creating developer portal roadmap that improved developer engagement by 45%.
- Increased WCAG 2.1 AA conformance across digital products from 65% to 90%, conducting accessibility audits and implementing improvements that reduced accessibility-related customer complaints by 60%.

Senior UX Consultant, Expert Services

Mendix (Acquired by Siemens), Boston, MA (Remote)

November 2017 – June 2019, 40 hours/week

- Reimagined UX approach for client-facing teams serving Fortune 500 clients, resulting in 20% increase in client engagement and contributing to \$5M in new sales through improved engagement models.
- Directed comprehensive accessibility audit and led implementation of improvements across low-code platform, achieving 40% increase in WCAG compliance scores and creating Voluntary Product Accessibility Template (VPAT).

Earlier Experience (2011–2017)

Senior Product Designer at Homesite/American Family Insurance,

Interactive Designer at OneBeacon Insurance Group,

Lead Product Designer at The ADK Group.

- Created first design systems, launched mobile applications, and improved accessibility compliance by 60%.

Education

- Executive MBA: Quantic School of Business and Technology, 2022–2023
- Master of Arts, Graphic Design: Suffolk University, 2010–2012
- MIT Sloan Executive Education: Organizational Design for Digital Transformation, 2023
- Bachelor of Arts, Art History: Suffolk University, 2005–2008

Volunteer & Leadership Experience

- Board Member & TypeCon Organizer, Society of Type Aficionados (SoTA), 2019 – Present
- Startup Mentor & Judge, MassChallenge, 2022 – 2025
- President, Boston Chapter; Director of North America, International; User Experience Practitioners' Association (UXPA), 2023
- City Organizer, Boston; Action Design Network, 2014 – 2022
- NYC[x] Innovation Fellow; U.S. Digital Response, 2020 – 2021
- Behavioral Design Specialist; Ruminant, 2018 – 2020
- Director of Partnership & Community Outreach, Director Of Education; AIGA Boston, 2014 – 2017

Certifications

- AI Training Certified - Acquisitions, Leadership & Policy Tracks, GSA
- Customer Experience Professional Certification, Medallia
- Certified SAFe 5 Product Owner/Product Manager, Scaled Agile, Inc.
- Certified Scrum Master, Scrum Alliance
- Continuous Product Design Certified, Quantum Metric
- Lean Six Sigma Green Belt Level II, Six Sigma Global Institute (SSGI)/Humana
- UX Management, HECMontrealX
- Ethics of AI, University of Helsinki
- Enterprise Design Thinking Co-Creator, IBM
- Generative AI for Project Managers, Project Management Institute (PMI)
- Human-Centered Design Facilitation, Acumen

Awards & Recognition

- VOICE Global Innovation Tournament Winner, Vertex, 2020
- Enhance Digital Workspace Award, Veolia Global IS&T, 2019
- DxB360 Social Innovation Challenge Winner, DxB360/Motivate, 2015
- Competition for Innovative Ideas Winner, Suffolk University School of Business, 2014

Key Skills

- **Leadership & Strategy:** Cross-Agency Collaboration, Digital Transformation, Customer Experience Strategy, Service Design, Design Operations, Team Leadership, Budget Management (\$5M+), Stakeholder Management, Change Management
- **Design & Research:** User-Centered Design, Accessibility (WCAG 2.1 AA/AAA), Design Systems, Journey Mapping, Service Blueprints, Usability Testing, User Research, Data-Driven Decision Making, Information Architecture
- **Methodologies:** Agile, Scrum, SAFe, Lean Six Sigma, Design Thinking, Human-Centered Design
- **Technical:** Figma, Adobe Creative Suite, AI-Driven Tools, HTML/CSS, Data Analysis, UX Analytics