

EXPERIENCE

Manager, UX Design

Pizza Hut
Mar. 2025 - Current

- Directing design team operations by managing Jira workflows, aligning deliverables with team capacity, and driving headcount recommendations to support accelerated growth
- Facilitating UX workshops focused on customer journey mapping and leading brainstorming sessions to drive innovative experience strategy
- Scaled the design team from 3 to 6 by defining role needs, leading the hiring process, and onboarding new talent to meet increasing demand and support expanded project scope
- Leading UX strategy and execution across customer-facing digital channels (including web and mobile) and operational platforms like call center tools, store dashboards, and menu systems.
- Implementing structured mentorship and career development practices to support team growth, improve engagement, and promote continuous learning

Associate Manager, UX Design

Pizza Hut
Oct. 2023 - Mar. 2025

- Led design strategy and digital modernization across web and mobile platform, boosting conversions and supporting \$2.8B in online sales from 243M customers in 2024
- Managed and mentored designers, fostering professional growth and ensuring the delivery of high-quality design solutions
- Drove the A/B testing and conversion rate optimization design process, leveraging data insights to enhance merchandising strategies and unlock incremental revenue gains totaling over \$30M annualized in 2024
- Contributed to Digital Product Culture Committee and Women In Technology ERGs to promote collaboration & professional growth within the organization

Senior UX Designer II

Pizza Hut
Aug. 2022 - Oct. 2023

- Led a comprehensive end-to-end redesign of the Pizza Hut website, enhancing overall user experience and streamlining flows throughout the shopping funnel
- Created a modernized, accessible design system and responsive grid framework to be implemented on the new website
- Championed accessibility initiatives, ensuring improved usability for diverse user groups across digital platforms

UX Designer II

Pizza Hut
Jan. 2020 - Aug. 2022

- Delivered design support for new marketing initiatives across web and mobile
- Built prototypes and validated design solutions through remote & in-person user testing
- Volunteered with the Pizza Hut VR Team to share the increasingly diverse applications and benefits VR and AI have across many functions and industries

UX Designer

Tonic3, the UX division of W3
Aug. 2018 - Jan. 2020

Assigned client: Pizza Hut

- Partnered with the client's UX team, product managers, and developers, regularly presenting design concepts, gathering feedback, and iteratively enhancing solutions based on client insights
- Conducted competitive analyses and supported user testing initiatives to develop a deep understanding of the client's primary user groups and their needs
- Collaborated with designers & researchers at the agency, actively participating in brainstorming sessions and design reviews to align on innovative design approaches

EXPERIENCE

UX/UI Designer

RealPage
Jan. 2018 - Aug. 2018

- Conducted competitive analysis, card sorting, and stakeholder interviews as well as other various forms of research in order to define and meet user needs
- Developed sketches, wireframes, high-fidelity designs and interactive prototypes to align with business objectives and improve customer experience
- Implemented design system standards across product verticals

Digital Designer

Axiometrics, A RealPage Company
Jan. 2017 - Jan. 2018

- Transformed the company's design identity as the first in-house designer, laying the foundation for consistent branding across all digital assets
- Established and maintained a cohesive, modern visual identity for social media posts, data visualizations, email campaigns, monthly reports, landing pages, white papers, and sales enablement materials, shaping and enhancing the brand with new, refreshed guidelines

Digital Designer

Neora
Nov. 2015 - Jan. 2017

- Engaged with cross-departmental teams to design microsites, product launch marketing materials, social media graphics, and mobile app assets
- Partnered with the international team to provide a range of digital assets supporting product launches in South Korea, Australia, Hong Kong, and Colombia

Junior Designer

IAVM
Jun. 2014 - Oct. 2015

- Contributed to an in-house marketing team for a non-profit association focused on venue-related education and fostering member connections
- Delivered comprehensive graphic support, including logo creation, app asset development, editorial design, social media graphics, and mailers

SKILLS

UX Competencies

- | | | |
|----------------------|------------------------|----------------------------|
| - Wireframing | - ADA Accessibility | - Stakeholder Interviews |
| - UI Design | - Usability Testing | - Competitive Analysis |
| - UX Writing | - Heuristic Evaluation | - Information Architecture |
| - Interaction Design | - A/B Testing | |
| - Prototyping | - User Journeys | |
| - Design Systems | - Gap Analysis | |
| - Responsive Design | | |

Tools & Technology

- | | | |
|-----------|---------------|--------------|
| - Figma | - InVision | - Miro |
| - FigJam | - UserTesting | - Mural |
| - Sketch | - Stark | - Jira |
| - AdobeXD | - Applause | - Confluence |
| - Zeplin | - Fullstory | |

EDUCATION

UX Design Certification

SMU CAPE Program

BFA Digital Art

Kansas State University